

MUOVI PLAST

MEDIA
INFORMATION
2024

MuoviPlast is the only printed plastics industry magazine in Finland. The magazine's readership consists of almost 600 companies, half of which manufacture plastic products. The second large reader group are companies supplying plastic raw materials, semi-finished plastic products and plastic machinery.

As the only magazine of the industry and the member magazine of the Finnish Plastics Association, MuoviPlast is an effective means of reaching all plastics sector personnel in Finland.

PUBLISHER OF THE MAGAZINE

Finnish Plastics Association
Rautatienkatu 23 B 21, 15110 Lahti
Tel. +358 (0)50 572 7132
muovi-plast@muoviyhdistys.fi
www.muoviyhdistys.fi

EDITOR-IN-CHIEF

Mirja Juslin
Tel. +358 41 311 1776
mirja.juslin@muoviyhdistys.fi

LAYOUT

Kirjapaino Markprint Oy
Heinlammintie 62
FI-15230 Lahti, Finland
aineisto@markprint.fi
www.markprint.fi

ADVERTISEMENT SALES

Finnish Plastics Association
Rautatienkatu 23 B 21, 15110 Lahti
Tel. +358 (0)50 572 7132
muovi-plast@muoviyhdistys.fi
www.muoviyhdistys.fi

PUBLICATION SCHEDULE

| Issue | Publication | AD booking deadline | AD material delivery deadline |
|---------------|-------------|---------------------|-------------------------------|
| 1/2024 | 23.2. | 31.1. | 7.2. |
| 2/2024 | 12.4. | 20.3. | 27.3. |
| 3/2024 | 14.6. | 22.5. | 29.5. |
| 4/2024 | 6.9. | 14.8. | 21.8. |
| 5/2024 | 11.10. | 18.9. | 25.9. |
| 6/2024 | 13.12. | 20.11. | 27.11. |

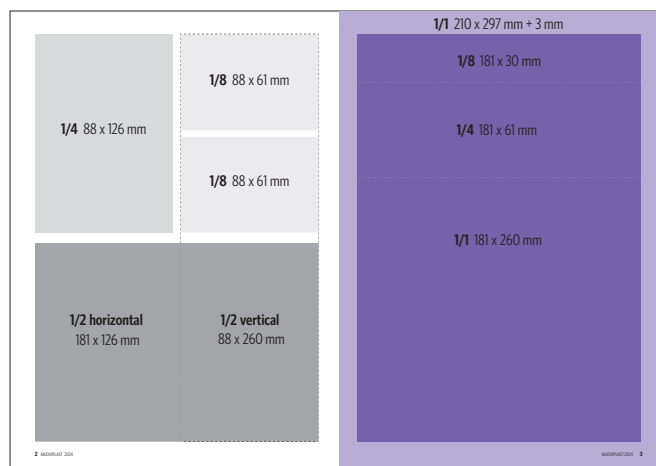
ADVERTISEMENT SIZES AND PRICES

| | | |
|----------------|---|---------------|
| 1/1 | 210 x 297 + 3 mm bleed | € 2090 |
| 1/1 | 181 x 260 mm | |
| 1/2 horizontal | 181 x 126 mm | € 1420 |
| 1/2 vertical | 88 x 260 mm | |
| 1/4 vertical | 88 x 126 mm | € 920 |
| 1/4 horizontal | 181 x 61 mm | |
| 1/8 vertical | 88 x 61 mm | € 520 |
| 1/8 horizontal | 181 x 30 mm | |
| Front cover | 210 x 245 mm + 3 mm bleed | € 3220 |
| Back cover | 210 x 272 mm + 3 mm bleed | € 2650 |
| Supplement | 4 x 1 price Other supplements also possible. | € 2800 |

Fixed spot increase +10%.

MuoviPlast magazine is not subject to value-added taxation.

**Book
an ad!**



Media information 2024

TECHNICAL INFORMATION

Edition 1,500 copies
Magazine size 210 x 297 mm (A4)
Printing method offset
Binding method stitching
Printing house Markprint Oy
ISSN 0788-8430

MATERIALS

The advertisement prices require the material to be delivered as a PDF or EPS file in a digital format (300 dpi). We use Adobe Indesign CC, Adobe Photoshop CC, Illustrator CC and Acrobat Pro. Word, Excel and PowerPoint files can only be used as layout models. If advertisement materials are delivered in a format not listed above, additional costs arising from the conversion of the materials will be added to the price.

MATERIAL DELIVERY

In digital format to muovi-plast@muoviyhdistys.fi.

SUPPLEMENTS

Supplements based on a separate agreement. Ready-made supplements must be delivered directly to the printing house.
4 x 1 price EUR 2800. Other supplements also possible.

SUBSCRIPTION PRICES

In Finland EUR 130 / year
Abroad EUR 150 / year

CUSTOMER'S LIABILITY

The customer shall ensure that an advertisement booked by the customer or the customer's advertisement agency does not violate any valid laws, other marketing regulations, regulations of the authorities or regulatory advertisement sector bodies, or common courtesies. Furthermore, the customer shall ensure that the advertisement can be published without violating the copyrights or immaterial rights of others. The customer shall be liable and obliged to compensate any damage caused to third parties and/or the publisher due to the advertisement.

MAGAZINE'S LIABILITY

The publisher withholds the right to not publish advertisements. The publisher cannot be held liable for any benefits promised in advertisements.

ADVERTISEMENT CANCELLATION

Cancellations must be made by the booking deadline. If a cancellation is made after the deadline, the full advertisement price will be charged.

RECLAMATIONS

In writing within 14 days of the publication of the magazine. The magazine's liability for any errors and/or omission of an advertisement/supplement is limited to the advertisement price.

