

# Kiertotalouden erikoislehti UUSIOUUTISET

# MEDIA CARD 2018

Finnish Circular Economy News Uusiouutiset

[www.uusiouutiset.fi](http://www.uusiouutiset.fi)

Finnish Circular Economy News (Uusiouutiset) is Finland's leading special magazine of circular economy, waste management, recycling, and environment.

**THE READERS** of Finnish Circular Economy News represent waste management and recycling, consult services, environment management, industry and production, and research and education. 73% of the readers are involved in procurement. 39% hold expert positions, while 31% hold middle or senior management positions. Every third reader is under 40 years of age.

**EVERY PRINT ISSUE** is read almost 13,000 times (Reader poll 2016, Focus Master Ltd).

**THE DIGITAL CHANNELS** of the magazine are well established. The digital version of the print issue and the e-newsletter, published 15 times per year, are delivered to thousands of readers. The trade fair and event distributions cover the circular economy field extensively. Recently introduced, the renovated website [uusiouutiset.fi](http://uusiouutiset.fi) enjoys over 50,000 annual viewings.

**FINNISH CIRCULAR ECONOMY NEWS** is published since 1989. Publisher of the magazine, Suomen Ammattimedia SUOMA Oy is part of Kempulssi corporation, which also publishes the Finnish Chemical Magazine and TTT Magazine, which is focused on work-based well-being and safety.

**COVERING** research and studies, development projects, new technologies and solutions, changes in legislation, and future trends, Finnish Circular Economy News offers a comprehensive insight into the field of the circular economy.

**95% OF THE READERS ARE SATISFIED** with the magazine and find it interesting, versatile and on the pulse of events. According to the readers, the magazine supports their work by clarifying complex issues and keeping them up to date.



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## SUBSCRIPTION OPTIONS AND RATES

Standing order, print magazine	EUR 89
Annual subscription, print magazine	EUR 99
Standing order, digital magazine	EUR 79
Annual subscription, digital magazine	EUR 89
Standing order to other countries	EUR 125
Annual subscription to other countries	EUR 135
Single copy	EUR 15

Subscriptions: tel. +358 03 4246 5370 or  
[tilaukset@uusiouutiset.fi](mailto:tilaukset@uusiouutiset.fi)

Annual subscriptions to schools EUR 49

Subscribe here:  
[www.aikakauslehdet.fi/kouluille](http://www.aikakauslehdet.fi/kouluille)

### DIGITAL MAGAZINE READING RIGHTS TO THE WHOLE PERSONNEL OF THE COMPANY?

Ask for different options!

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## THEMES, DATES AND CIRCULATION

Issue number	Is published on	Themes	Distribution at these events
1/18	<b>Feb 1st 2018</b> Reservations by Jan 5th Ad materials by Jan 12th	<b>The circular economy legislative framework</b> Chemicals, hazardous waste, WEEE, ELV, valuables	Environmental seminar at Levi 1.-2.2.2018
2/18	<b>March 14th 2018</b> Reservations by Feb 16th Ad materials by Feb 22nd	<b>Business models, ecodesign</b> Sustainable construction, secondary materials	Building fair in Jyväskylä 16.-18.3.2018 Spring seminar by YTP 19.4.2018
3/18	<b>May 2nd 2018</b> Reservations by April 4th Ad materials by April 11th	<b>Plastics, fibres, packaging, EPR</b> Intelligent waste management and logistics, landfills. Special international issue, partly in English!	Circular economy days by Kivo in Helsinki 30.-31.5.2018 IFAT München 14.-18.5.2018 Pulpaper, Pactec 29.-31.5.2018 Wascon in Tampere 6.-8.6.2018
4/18	<b>June 6th 2018</b> Reservations by May 11th Ad materials by May 17th	<b>Future solutions, industrial symbiosis</b> Food waste, nutrient cycle, water and sludge	Finnetko in Jämsä 30.8.-1.9.2018
5/18	<b>August 29th 2018</b> Reservations by August 3rd Ad materials by August 9th	<b>Work safety</b> Intelligent waste management and logistics, recycling technologies	EuroSafety and Logistics in Tampere 11.-13.9.2018
6/18	<b>Sep 28th 2018</b> Reservations by Sep 4th Ad materials by Sep 10th	<b>Green cities and mobility as a service</b> Biowaste, renewables, waste-to-energy	Waste management sector's seminar in October Finnbuild in Helsinki 10.-12.10.2018 Energy fair in Tampere 23.-25.10.2018 Kasvu Open Karnevaali in Jyväskylä in October Kokkola Material Week in October
7/18	<b>Nov 2nd 2018</b> Reservations by Oct 5th Ad materials by Oct 15th	<b>Responsible consumerism, ecodesign</b> Waste management in crisis situations, water and sludge	Circular power days by Kivo in Helsinki <b>Special student issue!</b>
8/18	<b>Dec 10th 2018</b> Reservations by Nov 12th Ad materials by Nov 19th	<b>The Top Finnish circular economy companies and solutions</b> Intelligent waste management and logistics	Science days in January 2019 <b>Special distribution for the 30th anniversary issue of UusiUutiset Finnish Circular Economy News</b>

## ADVERTISEMENTS IN DIGITAL CHANNELS

### WWW.UUSIOUTISET.FI

Finnish Circular Economy News website has over 50,000 viewers and over 25,000 visitors annually.

Banners are displayed on all computers, tablets, and mobile phones. Each banner has a minimum 50% coverage of all viewings. Panorama banners and boxes are displayed on the front page and all child pages, while the giant box is displayed on the front page.

#### PANORAMA BANNER (TOP BANNER)

Width 1,400 px, height 171 px.  
For mobile 600 x 500 px.

#### Prices

250 €/ month  
700 €/ 3 months  
1 350 €/ 6 months  
1 900 €/ 9 months  
2 400 €/ year

#### BOX (RIGHT HAND SIDE BANNER)

Eight places available, width 600 x height 500 px. Same size for mobile.

#### Prices

125 €/ month  
350 €/ 3 months  
675 €/ 6 months  
950 €/ 9 months  
1 200 €/ year



## PRINT ADVERTISEMENTS

	Price	Size
2/1 page spread	2 950 €	420 x 297 mm*
1/1 page	1 850 €	210 x 297 mm* or 185 x 266 mm
1/1 back cover	1 950 €	210 x 262 mm*
1/2 page	1 250 €	90 x 266 mm or 185 x 130 mm
1/4 page	900 €	90 x 130 mm or 185 x 60 mm
1/6 page	650 €	60 x 130 mm or 90 x 85 mm
1/8 page	480 €	90 x 60 mm or 185 x 33 mm

\*Please remember to add 3mm as bleed

**FOR ADVERTISERS IN FINLAND**, VAT will be added to the rates (does not apply to advertisers outside Finland).

**NORMAL RATE** advertisement material will be published also in the e-newsletter (picture width 600 px). Picture conversion to banner for EUR 50 extra charge. Reach over 3,000 additional contacts!

### TAKE ADVANTAGE OF AN ANNUAL DEAL

The more advertisements in the print magazine, the lower the total rate.

Reserve **A WHOLE PACKAGE AT ONCE** and get print advertisement discounts:

- 2 ads: -10 %
- 3 ads: -15 %
- 4 ads: -20 %
- 5 ads: -25 %
- 6 ads: -30 %
- 7 ads: -35 %
- 8 ads: -40 %

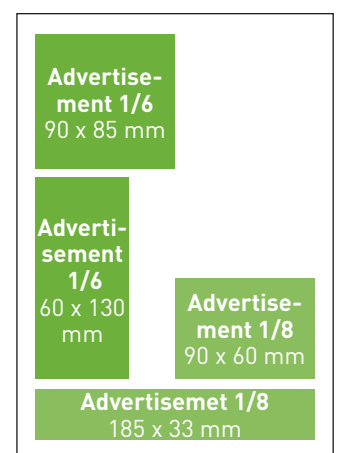
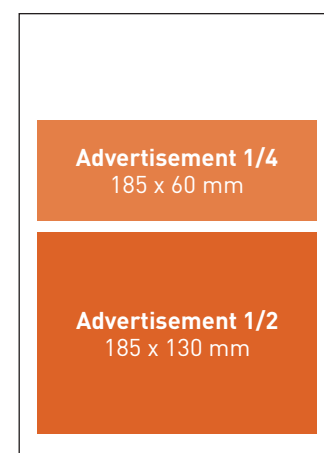
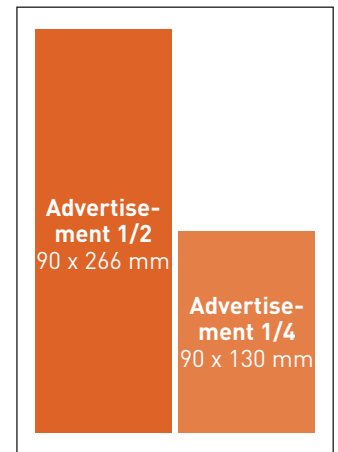
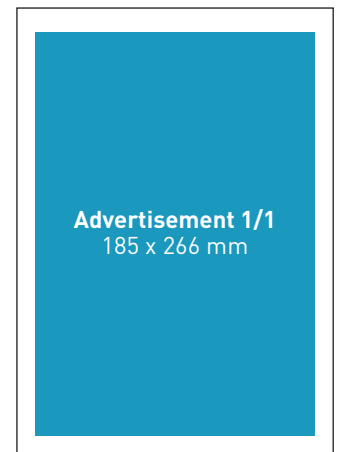
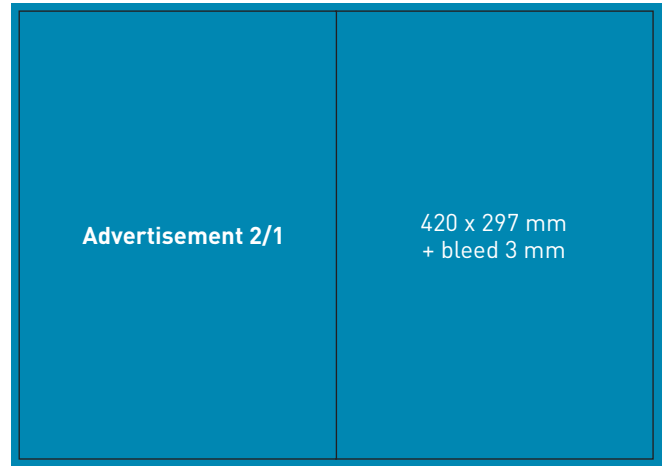
Or reserve **ADDITIONAL ADVERTISEMENTS DURING THE YEAR** and get print advertisement discounts:

- 2nd ad: -15 %
- 3rd ad: -20 %
- 4th ad: -25 %
- 5th ad: -30 %
- 6th ad: -35 %
- 7th ad: -40 %
- 8th ad: -45 %

## ADVERTORIAL / NATIVE ADVERTISEMENT IN PRINT MAGAZINE

Text and pictures provided by us, interview on the spot, text max. 2,800 characters	2 600 €
Ready-to-print material provided by the customer, text max. 2,800 characters, layout by us	2 000 €
+ same material on uusioutiset.fi website	+ 100 €
+ same material in e-newsletter	+ 100 €

Delivery address: ilmoitukset@uusioutiset.fi.  
Ready-to-print PDF, picture resolution 300 dpi.



## INSERT

2 pages (unfolded)	1 800 €
4 pages	2 100 €
6-8 pages	2 500 €
over 10 pages	2 800 €

## FROM OUR PARTNERS -COLUMN



Present your new products, press releases, project invitations, customer references, job openings, event and trade fair presence in the leading Finnish circular economy media.

Reach professionals and decision-makers for less than 10 cents/contact!

<b>YOUR MESSAGE LINKED ON OUR WEBSITE AND NEWSLETTER</b>	EUR 550 / news item or annual deal EUR 3,700 (max. 15 news items)
For project consortia and non-profit organisations	EUR 360/ news item or annual deal EUR 1,900
<b>YOUR MESSAGE ON UUSIOUUTISET.FI</b>	EUR 200/ news item or annual deal EUR 2,100 (max 15 news items)
For project consortia and non-profit organisations	For project consortia and non-profit organisations EUR 120 / news item or annual deal EUR 1,000

**ANNUAL DEAL CUSTOMER ADVANTAGE:** Combine your print annual deal with From Our Partners -Column digital annual deal! With 8 print advertisements, get -30% discount and with 4 print advertisements, -15% discount.

## FINNISH CIRCULAR ECONOMY NEWS E-NEWSLETTER

The newsletter is delivered to over 3,000 subscribers' e-mail addresses 15 times per year. The opening and click rates are above media average: the opening rate is over 25% (media average 18%) and click rate over 5% (media average 4%).

600 x 500 px banner in the newsletter	450 €
+ as a box on our website (month or 1 time)	+ 125 €

## ELECTRONIC DIRECT MESSAGE

Take advantage of a direct message to be delivered to our newsletter subscribers. Headline, text, links, and logos according to your wishes. We prepare the message and send it on the desired date.



Price	1000 €
Combine with an EDM for the Finnish Chemical Magazine's more than 4,700 readers	total 1 950 €

## SPONSOR THE FUTURE PROFESSIONALS

Would your organisation like to support Finnish environment students as a school sponsor? In 2018, we would like to present a volume of Finnish Circular Economy News to as many college students – possibly also high school graduates – as possible.

You can choose between EUR 2,500 and EUR 5,000 sponsorships and present a volume to 50 or 100 students, respectively.

As a sponsor, you will get advertisement space in Finnish Circular Economy News print and digital channels for an amount equal to your sponsorship in 2018.

## PARTNERSHIP PACKAGES 2018 – NEW!

Become a company awareness partner!

### ZERO WASTE PARTNERSHIP, 3 900 €:

As a partner, you get a 1/1 page coverage in Finnish Circular Economy News Zero Waste Partners Column. With a front cover lead, the article presenting your company will be written by us.

In addition, you will get 25 Finnish Circular Economy News volumes, which you can distribute to your customers, stakeholders, and business partners.

### MAKERS OF THE FUTURE PARTNERSHIP, 6 900 €:

As a partner, you get 2 x 1/1 page coverage in Finnish Circular Economy News. With a front cover lead, an article written by us will present your company. The other page is reserved for your free use, for example, 1/1 p. advertisement.

In addition, you will get 50 Finnish Circular Economy News volumes, which you can distribute to your customers, stakeholders, and business partners.

All Zero Waste and Makers of the Future partners will be listed in Finnish Circular Economy News issues.

### ASK FOR MORE INFORMATION:

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