

# UUSIOUUTiset

# 2024

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

Reach the Nordic Circular Economy Community via Finnish Circular Economy News Uusiouutiset!

Finnish Circular Economy News Uusiouutiset is the leading magazine for CE, waste management, reduce, reuse and recycling. Our readers work in these sectors, as well as in industries, production, expertise, environmental management, public office, research and education.

## SALES

**Maria Niinivuori**

+358 45 1120 232

[maria.niinivuori@uusiouutiset.fi](mailto:maria.niinivuori@uusiouutiset.fi)

**Jaana Koivisto**

+358 40 770 3043

[jaana.koivisto@uusiouutiset.fi](mailto:jaana.koivisto@uusiouutiset.fi)

## EDITOR-IN-CHIEF

**Elina Saarinen**

+358 40 844 9208

[elina.saarinen@uusiouutiset.fi](mailto:elina.saarinen@uusiouutiset.fi)

## PUBLISHER

Suomen ammattimedia  
SUOMA Oy/ Kempulssi Oy,  
Marttilankatu 26 F 8,  
04260 Kerava

## ADDRESS

[toimitus@uusiouutiset.fi](mailto:toimitus@uusiouutiset.fi)  
Uusiouutiset-lehti, PO Box 13,  
40321 Jyväskylä, Finland

## SUBSCRIPTIONS

+358 50 549 6751

[tilaukset@uusiouutiset.fi](mailto:tilaukset@uusiouutiset.fi)

## ADVERTISING MATERIAL TO

[ilmoitukset@uusiouutiset.fi](mailto:ilmoitukset@uusiouutiset.fi)

- Printed Finnish Circular Economy News magazine Uusiouutiset: 6 issues per year, advertisements, sponsored articles, tailored cover, special deliveries
- Digital magazine for mobile applications: 6 issues, advertisements, sponsored articles, direct links to videos, to website and to other material
- The average circulation of the printed and of the digital magazine is some 5,000 copies (1,300 for the printed magazine). Each copy is read by 2,6 readers and each of them reads the magazine on average 2,2 times, so the printed magazine is read some 7,400 times.
- The Circular Economy (CE) news portal in Finland: [www.uusiouutiset.fi](http://www.uusiouutiset.fi)
- The website [www.uusiouutiset.fi](http://www.uusiouutiset.fi) has nearly 110 000 page views per year. Each month, there are some 5,700 visitors at the website with engagement rate of 58%.
- Newsletter: 18 issues per year, more than 3,100 subscribers
- Electronic direct mailing: Up to 8,000 readers
- Social media (LinkedIn, X, Instagram, Facebook) for reaching out to the circular economy networks

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## THEMES AND DATES FOR 2024

| Issue | Is out  | Main theme                                    | Featuring also   |
|-------|---|---|--|
| 1/24  | Week 7 (16th Feb)<br>reservations by 18th Jan<br>advertisements by 26th Jan     | Plastics and packaging                        | Data and measuring of the circular economy progress                      |
| 2/24  | Week 12 (22nd March)<br>reservations by 22nd Feb<br>advertisements by 1st March | Careers and know-how                          | Circular economy business models, sustainable consumption and production |
| 3/24  | Week 18 (3rd May)<br>reservations by 3rd April<br>advertisements by 11th April  | Textiles and fibers                           | Ecodesign, carbon neutral circular economy ecosystems                    |
| 4/24  | Week 37 (13th Sep)<br>reservations by 15th Aug<br>advertisements by 23rd Aug    | Circular economy in construction              | Green and sustainable communities, public procurement, themes from IFAT  |
| 5/24  | Week 43 (25th Oct)<br>reservations by 24th Sep<br>advertisements by 3rd Oct     | Biowaste and nutrient recycling               | Biogas, sewage and sludge, minimizing fossile fuels                      |
| 6/24  | Week 49 (5th Dec)<br>reservations by 1st Nov<br>advertisements by 11th Nov      | WEEE, precious materials, metals, rare-earths | Hazardous substances, closed cycles                                      |



Each issue is distributed also to local and national events such as trade fairs and exhibitions and seminars of the sector.

→ [PLEASE FIND MORE INFORMATION IN ENGLISH](#)

## NEWSLETTERS AND DATES FOR 2024

|          |                |
|----------|----------------|
| Issue 1  | out 19th Jan   |
| Issue 2  | out 1st Feb    |
| Issue 3  | out 16th Feb   |
| Issue 4  | out 8th March  |
| Issue 5  | out 22nd March |
| Issue 6  | out 5th April  |
| Issue 7  | out 19th April |
| Issue 8  | out 3rd May    |
| Issue 9  | out 23rd May   |
| Issue 10 | out 5th June   |
| Issue 11 | out 8th Aug    |
| Issue 12 | out 29th Aug   |
| Issue 13 | out 13th Sep   |
| Issue 14 | out 1st Oct    |
| Issue 15 | out 25th Oct   |
| Issue 16 | out 15th Nov   |
| Issue 17 | out 5th Dec    |
| Issue 18 | out 17th Dec   |

## ADVERTISING SIZES AND PRICES

| Size  | Price   |   |
|---|---|---|
| 2/1 page spread                                 | 2 950 €   | <p><b>2/1 page spread</b><br/>420 x 297 mm*</p>     |
| 1/1 page  | 1 850 €   |   |
| 1/1 back cover                                  | 2 250 €   |   |
| 1/2 page  | 1 250 €   |   |
| 1/4 page  | 850 €   |   |
| 1/8 page  | 550 €   |   |
| <p><b>1/1 page</b><br/>210 x 297 mm*</p>        | <p><b>Back cover</b><br/>210 x 267 mm*</p>        | <p><b>1/2 page vertical</b><br/>100 x 297 mm*</p>   |
| <p><b>1/4 page vertical</b><br/>84 x 130 mm</p> | <p><b>1/4 page horizontal</b><br/>177 x 62 mm</p> | <p><b>1/2 page horizontal</b><br/>210 x 144 mm*</p> |
| <p><b>1/8 page vertical</b><br/>84 x 62 mm</p>  | <p><b>1/8 page horizontal</b><br/>177 x 28 mm</p> |   |

\*PLEASE ADD 5 MM BLEED