Kiertotalouden erikoislehti UUSK JUISE 2024

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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.

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ADVERTISING MATERIAL TO

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
- The website 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

→ PLEASE SEE ADVERTISING OPTIONS AND PRICES



THEMES AND DATES FOR 2024

THEMES AND DATES FUR 2024										
Issue	Is out	Main theme	Featuring also							
1/24	Week 7 (16th Feb) reservations by 18th Jan advertisements by 26th Jan	Plastics and pac- kaging	Data and measuring of the circular economy progress							
2/24	Week 12 (22nd March) reservations by 22nd Feb advertisements by 1st March	Careers and know- how	Circular economy business models, sustainable consumption and production							
3/24	Week 18 (3rd May) reservations by 3rd April advertisements by 11th April	Textiles and fibers	Ecodesign, carbon neutral circular economy ecosystems							
4/24	Week 37 (13th Sep) reservations by 15th Aug advertisements by 23rd Aug	Circular economy in construction	Green and sustainable communities, public procurement, themes from IFAT							
5/24	Week 43 (25th Oct) reservations by 24th Sep advertisements by 3rd Oct	Biowaste and nut- rient recycling	Biogas, sewage and sludge, minimizing fossile fuels							
6/24	Week 49 (5th Dec) reservations by 1st Nov 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.

→ <u>Please find more information</u> in English

NEWSLETTERS AND DATES FOR 2024

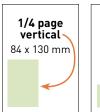
Issue 1	out 19th Jan			
Issue 2	out 1st Feb			
Issue 3	out 16th Feb			
Issue 4	out 8th March			
Issue 5	out 22nd March			
Issue 6	out 5th April			
Issue 7	out 19th April			
Issue 8	out 3rd May			
Issue 9	out 23rd May			
Issue 10	out 5th June			
Issue 11	out 8th Aug			
Issue 12	out 29th Aug			
Issue 13	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			

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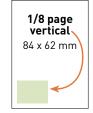
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