

UUSIOUUTISET

2025

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 circular economy, waste management, reduce, reuse and recycling. Our readers represent also industries, production, expertise, environmental management, public office, research, and education.

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ADVERTISING MATERIAL TO

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- 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 website in Finland: www.uusiouutiset.fi
- The website www.uusiouutiset.fi has nearly 138 000 page views per year. Each month, there are some 5,700 visitors at the website with engagement rate of 58%.
- Newsletter: 20 issues per year, more than 3,300 subscribers
- Electronic direct mailing: Up to 8,000 readers
- Social media (LinkedIn, Instagram, Facebook) for reaching out to the circular economy networks

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THEMES AND DATES FOR 2025

Issue	Is out	Main theme	Featuring also
1/25	14th Feb reservations by 15th Jan advertisements by 23rd Jan	Plastics and packaging	Data and measuring of the circular economy progress
2/25	21st March reservations by 19th Feb advertisements by 27th Feb	Careers and know-how	Circular economy business models, sustainable consumption and production
3/25	9th May reservations by 7th April advertisements by 15th April	Textiles and fibers	Ecodesign, carbon neutral circular economy ecosystems
4/25	12th Sep reservations by 11th Aug advertisements by 21st Aug	Circular economy in construction	Green and sustainable communities, public procurement, data
5/25	24th Oct reservations by 23rd Sep advertisements by 2nd Oct	Biowaste and nutrient recycling	Biogas, sewage and sludge, minimizing fossile fuels
6/25	12th Dec reservations by 11th Nov advertisements by 20th 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 2025

Issue 1	out 17th Jan
Issue 2	out 5th Feb
Issue 3	out 14th Feb
Issue 4	out 12th March
Issue 5	out 21st March
Issue 6	out 4th April
Issue 7	out 29th April
Issue 8	out 9th May
Issue 9	out 23rd May
Issue 10	out 4th June
Issue 11	out 18th June
Issue 12	out 8th Aug
Issue 13	out 22nd Aug
Issue 14	out 3rd Sep
Issue 15	out 12th Sep
Issue 16	out 15th Oct
Issue 17	out 24th Oct
Issue 18	out 7th Nov
Issue 19	out 21st Nov
Issue 20	out 12th Dec

ADVERTISING SIZES AND PRICES

Size	Price	
2/1 page spread	2 950 €	<p>2/1 page spread 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>1/1 page 210 x 297 mm*</p>	<p>Back cover 210 x 267 mm*</p>	<p>1/2 page vertical 100 x 297 mm*</p>
<p>1/4 page vertical 84 x 130 mm</p>	<p>1/4 page horizontal 177 x 62 mm</p>	<p>1/2 page horizontal 210 x 144 mm*</p>
<p>1/8 page vertical 84 x 62 mm</p>	<p>1/8 page horizontal 177 x 28 mm</p>	

*PLEASE ADD 5 MM BLEED