

## MEDIAKORTTI

## MUONIMÄDISTYS

The Finnish Plastics Association, in collaboration with AMT Hakemistot, publishes the industry's most significant forum: The Plastics Industry Yearbook. The Yearbook is an extensive information package used by the buyers and decision makers in the industry. The Yearbook presents a range of detailed company profiles. The Plastics Industry Yearbook is an important tool for the industry professionals. The Yearbook is closely connected to the decision making and buying process. The Plastic & Rubber Yearbook 2020 contains specific information about the industry's products, services, clients, brands and the companies behind them.

The Plastic & Rubber Yearbook 2020 offers a functional and durable media environment. The printed Yearbook is a substantial information package no decision-maker carries can be without. The digi service [www.amt.fi](http://www.amt.fi) provides the user with useful links and additional information.



## Printed Catalogue

### Targeted distribution to partners

- Members of the Finnish Plastics Association
- The industry's contractors and subcontractors
- Chemical industry
- Plastic and rubber industries
- Metal industry
- Industrial design
- Electronics and electricity industries.

### Professional fairs

PacTec, Plastexpo Nordic.....	11.-12.3.20.....	Helsinki
Konepaja.....	17.-19.3.20....	Tampere
Nordic Welding Expo.....	17.-19.3.20....	Tampere
Alihankinta.....	22.-24.9.20....	Tampere
EuroSafety.....	8.-10.9.20....	Tampere
Logistiikka.....	9.-10.9.20....	Tampere
Pohjoinen Teollisuus.....	6.-7.5.20.....	Oulu
Smart Factory & Future Technologies.....	18.-19.11.20..	Jyväskylä



## Digital guide

Our digital service contains specific information for other lines of industry too – just click and explore. The Plastics Industry Yearbook is already used by over 38,000 decision makers and executives involved in planning, projects, product development, maintenance and production.

### Users

**38000**

**growth 39 %**

### Page downloads

**275300**

**growth over 9 %**

### Session avg

**4 min 42 sek**



## Newsletter

Newsletter will be sent to more than 30 000 industry leaders who manage purchasing, sales, planning and investments in the security industry. Newsletter 1: 3/2020. Newsletter 2: 9/2020

**amt.fi Plastic & Rubber – newsletter 2/2019**

OR: 14,88% CTR: 2,99%

**Contents:** yritykset, tuotteet, palvelut, päämiehet  
**Interfaces:** [www.amt.fi](http://www.amt.fi) service, printed catalogue and newsletter  
**Users:** 38 000  
**Copies:** 11 000  
**Duration:** 12 months



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We will be in touch soon with further details!





## CONTENT PRICES

www.amt.fi and printed catalogue

### COMPANY AND ORGANISATION DIRECTORY

- Basic information ..... 250 €
- Logo ..... 300 €
- Company description ..... 200 €
- Active links on the website ..... 150 €

### INDUSTRY AND SERVICE DIRECTORY

- 1-50 titles ..... 300 €
- 51-100 titles ..... 500 €
- the following titles ..... 3 € / each

### CLIENTS, BRANDS AND WWW-ADDRESSES DIRECTORY

- 1-10 ..... 160 €
  - 11-30 ..... 250 €
  - 31-60 ..... 300 €
  - following ..... 4 € / each
- (includes a hyperlink to the clients web page)

- NEW** Top Ranking\* place in the list of companies, products/services and principals ..... €500
- \* The top position requires a minimum visibility package of €390.

Ask more about our ad sales!

## ADVERTISEMENT SIZES AND PRICES

### COVERS

- Front cover 148 x 130 mm ..... 6000 €
- 2nd cover 140 x 210 mm ..... 3000 €
- 3rd cover 140 x 210 mm ..... 2500 €
- Back cover 148 x 210 mm ..... 5000 €
- Back of book 70 x 8-12mm ..... 2000 €

### TEXT PAGES

- 1/1 page 148 x 210 mm ..... 1900 €
- ½ page (horizontal) 120 x 89 mm ..... 1100 €
- ½ page (vertical) 58 x 180 mm ..... 1100 €
- ¼ page 58 x 89 mm ..... 600 €

### OTHER ADVERTISING SPACES

- Tabs 138 x 210 mm ..... 2300 €
- Footnote, right 100 x 10 mm ..... 3000 €
- Footnote, left 100 x 10 mm ..... 3000 €
- Sidenote, right 100 x 10 mm ..... 3000 €
- Sidenote, left 100 x 10 mm ..... 3000 €

### ADVERTISING IN THE INTERNET SERVICE

#### Banner

- 980 x 200 px ..... 3000 €
- 200 x 115 px ..... 1500 €
- Link to YouTube video ..... 500 €

#### Digital guide footer banners

- 200 x 350 px ..... 2000 €
- 200 x 250 px ..... 1500 €
- 200 x 175 px ..... 1200 €
- 200 x 115 px ..... 1000 €

### NEWSLETTER (image+text+keyword linkage)

- The product news is sent with the newsletter and published in the internet
- Product news in one newsletter ..... 450 €
  - Product news in two newsletters ..... 650 €

## TECHNICAL INFORMATION AND MATERIALS:

Publishing date: 3/2020

### Technical information:

Directory size: A5 (148 x 210 mm)  
3 mm bleed for materials without marginals.  
Glue binding must be taken into consideration in spread advertisements.  
Copies: 11 000 pc (over 20 000 users)  
Printing method: offset  
Printing house: PunaMusta  
Layout: Bit & Page Oy

### Material:

Advertisement: PDF-format / 2400 dpi, pictures resolution 300 dpi, CMYK colors.  
Logos: CMYK colors, TIFF, EPS / 300 dpi  
Logos for the internet service resolution 72 dpi.

### Adds:

E-mails with attachments: aineistot@amt.fi

### Add sales:

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### Billing:

The information will be published in the printed version of The Plastic & Rubber Industry Yearbook, coming out on March 2020. The same information is also available at www.amt.fi website. All prices exclude VAT which will be added according to EU regulations. (Finland 24%).

INDEX INFORMATION TOTAL:  €

ADS:  €

Date: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Person: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

### Issuer and publisher:



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