

**MEDIACARD**

**MUONIMHISTYS**

The Plastic & Rubber Yearbook is your key to better business! 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.

Last year almost 200 of the plastics industry's leading companies presented their products and services in the Yearbook. And according to the feedback received, we expect the number of companies to grow in 2019. 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 2019 contains specific information about the industry's products, services, clients, brands and the companies behind them.

- The introduction and information of the plastics and rubber organisations
- The international event calendar
- Specialist articles, advertorials and surveys
- Company and corporation index
- Machinery, appliances, tools
- Raw materials, additives and auxiliary substances
- Semi-manufactured and end products
- Services
- Clients and brands
- Training and research

The Plastic & Rubber Yearbook 2019 offers a functional and durable media environment. The printed Yearbook is a substantial information package no decision-maker carries can be without. The Internet service [www.amt.fi](http://www.amt.fi) provides the user with useful links and additional information.

Our Internet service contains specific information for other lines of industry too – just click and explore. The Plastics Industry Yearbook is already used by over 20,000 decision makers and executives involved in planning, projects, product development, maintenance and production.



## Internet

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

Visits.....30 726  
Unique visitors.....22 108  
Pageviews.....225 350  
Pages/visit .....7,33  
Avg duration.....5,29 min



## 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: 09/2019. Newsletter 2: 11/2019

**amt.fi Plastic & Rubber – newsletter 2/2018**  
OR.....13,80%  
CTR..... 3,02%



## 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**

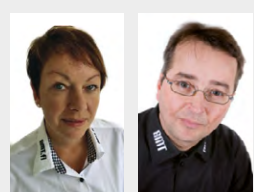
Uusi Teollisuus .....	20.-21.3.2019 .....	Tampere
ChemBio Finland 2019 .....	27.3-28.3.2019 .....	Helsinki
Alihankinta .....	24.-26.9.2019 .....	Tampere
Rakennusmessut 2019 .....	8.-10.3.2019.....	Jyväskylä
Evertiq Expo .....	11.4.2019 .....	Helsinki
FinnSec19 .....	2.10-3.10.2019 .....	Helsinki
Teknologia19.....	5.11-7.11.2019 .....	Helsinki
Sähkö-Tele-Valo-Av .....	5.-7.2.2020.....	Jyväskylä



## Mobile

A mobile device is an important part of decision makers' work and business. [amt.fi](http://amt.fi) Plastics & Rubber content for mobile professionals.  
Download and try : [smart.amt.fi/muovi](http://smart.amt.fi/muovi)

**Contents:** companies, products, clients, services  
**Interfaces:** [www.amt.fi](http://www.amt.fi) service, printed catalogue and newsletter  
**Users:** over 20 000  
**Copies:** 16 000  
**Duration:** 12 months



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We will be in touch soon with further information!





## CONTENT PRICES

www.amt.fi and printed catalogue

### COMPANY AND ORGANISATION DIRECTORY

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

### INDUSTRY 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)

### MOBILE SERVICE

- Logobanner at the top of the mobile service ..... 500 €

## 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 €

### NOTES

- 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 90 px (Leaderboard) ..... 3000 €
- 200 x 350 px (Skyscraper) ..... 2000 €
- 200 x 250 px (Banner) ..... 1500 €
- 200 x 175 px (Large logobanner) ..... 1200 €
- 200 x 115 px (Logobanner) ..... 1000 €
- NEW: link to YouTube video ..... 290 €

### 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:** March 2019

### 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

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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### Laskutus:

The information will be published in the printed version of The Plastics Industry Yearbook, coming out on March 2019. The same information is also available at www.amt.fi website. AMT will invoice you within two weeks after opening the information on Internet. 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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