



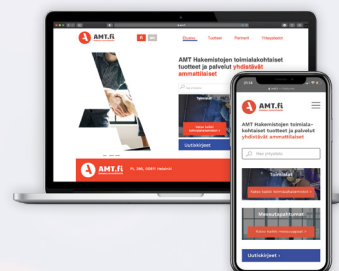
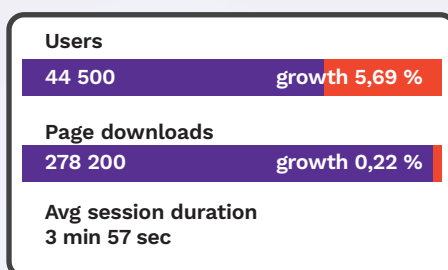
**MEDIA CARD**

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 Plastic & Rubber Yearbook 2022 contains specific information about the industry's products, services, clients, brands and the companies behind them.

The Plastic & Rubber Yearbook 2022 offers a functional and durable media environment. The printed Yearbook is a substantial information package no decision-maker carries can be without. The digital service [www.amt.fi](http://www.amt.fi) provides the user with useful links and additional information.

## 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 44.500 decision makers and executives involved in planning, projects, product development, maintenance and production.



## 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.

**Ammattilaisille messuilla:**

- PLASTEXPO** ..... 13.-14.3.24.....Helsinki
- KONEPAJA** ..... 19.-21.3.24..... Tampere
- POHJOINEN TEOLLISUUS** ..... 22.-23.5.24.....Oulu
- EuroSafety** ..... 10.-12.9.24..... Tampere
- ALIHANKINTA** ..... 1.-3.10.24..... Tampere
- ENERGIA** ..... 22.-24.10.24..... Tampere
- FINNMATERIA** ..... 5.-7.11.24... Jyväskylä



## Newsletters

Newsletter will be sent to more than 44.500 industry leaders who manage purchasing, sales, planning and investments in the security industry.

Newsletter 1: March 2024. Newsletter 2: September 2024.

**amt.fi Plastic & Rubber – Newsletter 2/2023:** OR: 19,37 % • CTR: 3,66 %



- Contents:** Companies, products, clients, services
- Interfaces:** Digital guide, printed catalogue and newsletter
- Users:** 44.500
- Copies:** 11.000
- Duration:** 12 months



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## CONTENT PRICES

www.amt.fi and printed catalogue

### COMPANY AND ORGANISATION DIRECTORY

- Basic information ..... 250 €
- Logo ..... 350 €
- 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

## ADVERTISEMENT SIZES AND PRICES

### COVERS

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

### INSIDE 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

- Interleaf 138 x 210 mm ..... 2300 €
- Footnote left or right 100 x 10 mm ..... 3000 €
- Sidenote left or right 100 x 7 mm ..... 3000 €

## ADVERTISING IN THE DIGITAL GUIDE

### TOP RANKING

- Top Ranking Digital Business Guide,  
Company / Product / Service and Principal listings ..... 650 €

### BANNERS

- 980 x 200 px (giant banner max 6 pc) ..... 2000 €
- 200 x 115 px (logo banner in carousel) ..... 750 €

### GIANT BANNER IN DIGITAL GUIDE CONNECTED TO COMPANY INFORMATION

- 980 x 200 px ..... 850 €
- 980 x 490 px ..... 1250 €

## NEWSLETTER

- Product news in one newsletter ..... 450 €
- Product news in two newsletters ..... 650 €

## TECHNICAL INFORMATION AND MATERIALS

### PUBLISHING DATE

Published/distribution March 2024

### TECHNICAL INFORMATION

Directory size: A5 (148 x 210 mm)

5 mm bleed for materials without marginals.

Glue binding must be taken into consideration in advertisements (8mm inside margins on the glue side).

Copies: 11 000 pc (over 44.500 users in total)

Printing method: offset

Printing house: PunaMusta

Layout: Bit & Page Oy

### MATERIALS

Advertisement: PDF-format / 2400 dpi, pictures resolution 300 dpi.

Logos for print: 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 2024.

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 number: \_\_\_\_\_

Email: \_\_\_\_\_

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

### ISSUER AND PUBLISHER



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