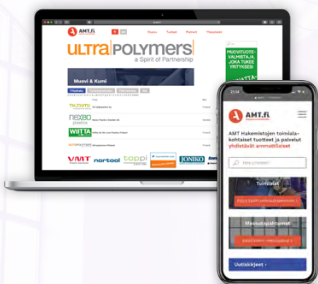




MEDIA CARD

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 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 44,000 decision makers and executives involved in planning, projects, product development, maintenance and production.

Users	
44300	growth 15.79 %
Page downloads	
283800	growth 0.33 %
Session avg duration	
4 min 2 sec	

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.

(We have prepared to the possible effects of COVID-19 to professional fairs by significantly adding personalised shipping)

Professional fairs

PacTec, FoodTec & PlastExpo 16.-17.3.22.....	Helsinki
Konepaja.....	22.-24.3.22..... Tampere
3D & New Materials.....	22.-24.3.22..... Tampere
Teknologia.....	3.-5.5.22..... Helsinki
Pohjoinen Teollisuus.....	18.-19.5.22..... Oulu
EuroSafety.....	13.-15.9.22..... Tampere
Työhyvinvointi.....	13.-15.9.22..... Tampere
Alihankinta.....	27.-29.9.22..... Tampere
Finnmateria.....	25.-27.10.22..... Jyväskylä

Newsletters



Newsletter will be sent to more than 30 000 industry leaders who manage purchasing, sales, planning and investments in the security industry. Newsletter 1: March 2022. Newsletter 2: September 2022.

amt.fi Plastic & Rubber – newsletter 2/2020: OR: 19,20 % CTR: 3,557 %

Contents:	Companies, products, clients, services
Interfaces:	Digital guide, printed catalogue and newsletter
Users:	Over 40 000
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 €

NEW: GIANT BANNER IN DIGITAL GUIDE CONNECTED TO COMPANY INFORMATION

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

NEWSLETTER

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

Published/distribution March 2022

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 40000 users in total)
Printing method: offset
Printing house: PunaMusta
Layout: Bit & Page Oy

MATERIAL

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 2022. 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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