

### 1. CONTACT INFORMATION

Publisher: Puumiesten Liitto ry,  
(The Association of Finnish Wood  
Industry Technicians and Engineers)  
ID 0291357-5

Address: Keskustie 20 D,  
FIN-40100 Jyväskylä, Finland

Telephone: +358 14 215 636

Fax: +358 14 215 652

Email: toimisto@puumies.fi

Website: www.puumies.fi

Editor-in-Chief: Mrs. Ritva Varis

### 2. ADVERTISEMENT SALES AND MATERIALS

Advertisement sales: Mrs. Ritva Roine, ritva.roine@puumies.fi

Address: Keskustie 20 D,  
FIN-40100 Jyväskylä, Finland

Telephone: +358 14 215 653

Fax: +358 14 215 652

Materials: raisa.frondelius@puumies.fi

### 3. CIRCULATION

Print: 3 500

### 4. TECHNICAL DATA

Page size: A4 210 x 297 mm

Printing area: 184 x 270 mm

Number of columns: 4

Column width: 43 mm

Printing process: Offset, screen ruling 60 lines/300 dpi

Printing house: Jyväskylän Siirto-paino Oy

Address: Box 30, FIN-40351 Jyväskylä, Finland

Telephone: +358 400 642 168

Contact person: Pasi Horttanainen

Email: pasi.horttanainen@siirtopaino.com

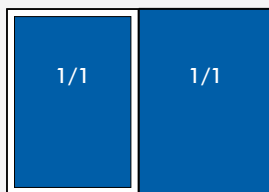
### 5. ADVERTISING RATES

Prices €

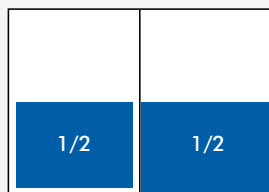
	bw	2-colour	4-colour
1/1 page	1550	1800	2500
1/2 page	1050	1300	1850
1/4 page	680	850	1350
1/8 page	380	490	600
1/16 page	160	250	350
Minimum size	70		
Cover			2600

VAT will not be added (the publisher is a non-profit organisation)

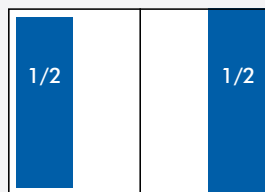
### 6. ADVERTISEMENT SIZES



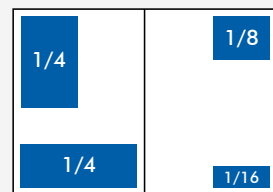
**1/1 page** With bleeds  
210 x 297 mm  
+ 5 mm bleeds



**1/2 page HORIZONTAL** With bleeds  
210 x 148 mm  
+ 5 mm bleeds



**1/2 page VERTICAL** With bleeds  
103 x 297 mm  
+ 5 mm bleeds



**1/4 page** 90 x 135 mm (vertical)  
184 x 68 mm (horizontal)

**1/8 page** 90 x 68 mm

**1/16 page** 90 x 34 mm

**Front cover:** the name border takes 50 mm at the top of the page. **Back cover:** address markings take 30 mm at the top.

### 7. MATERIAL REQUIREMENTS

Advertisements must be delivered as high resolution press-ready PDF or EPS files (image resolution 300 dpi, CMYK color only).

Delivery by email: raisa.frondelius@puumies.fi  
or by mail: Puumiesten Liitto ry, Keskustie 20 D, FIN-40100 Jyväskylä.

We also offer additional design services. Advertisements designed at the editorial office must include text drafts, logos, digital images etc.

#### Publisher responsibilities:

The editor-in-chief is responsible for the advertisements. The publisher reserves the right to refuse publishing of advertisements. The publisher is not responsible for the content of the advertisements.

#### Customer responsibilities:

The customer is responsible for the advertisement not being in violation of laws, copyright regulations or public morality. The advertiser and/or advertising agency is liable for all contents of advertising and any claims against the publisher as the result of the advertisement.

### 8. DISCOUNTS AND PAYMENT TERMS

Frequency discounts and agency commissions by agreement.  
Payment terms: 14 days net.

### 9. BANK ACCOUNT

Receiver: Puumiesten Liitto ry Bank: Nordea, Jyväskylä  
IBAN: FI86 1581 3000 0144 97 SWIFT/BIC: NDEAFIHH

### 10. ISSUE SCHEDULE 2011

no.	published	material	theme pages*
1/2012	06.02.	16.01.	Scanning, automation, design
2/2012	12.03.	20.02.	New products
3/2012	16.04.	26.03.	Wood products industry
4/2012	14.05.	23.04.	Wood gluing and coating
5/2012	11.06.	21.05.	Wood products industry
6/2012	27.08.	06.08.	Logistics
7/2012	24.09.	03.09.	Sawmill industry
8/2012	22.10.	01.10.	Sawmill ind., Building with wood
9/2012	19.11.	29.10.	Building with wood
10/2012	17.12.	26.11.	Wood products industry

\* Every issue of Puumies covers the entire wood industry (sawmill and wood panel industry, further processing, furniture and joinery industry, building with wood, forestry and bioenergy). On special theme pages different topics are being focused on more extensively.

## 11. CANCELLATION

Cancellation deadline: 3 weeks prior to publication date.

## 12. ERRORS AND CLAIMS

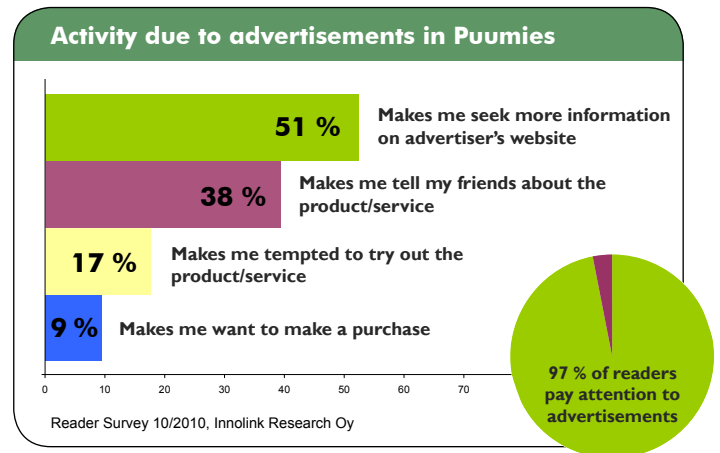
Claims regarding advertisements should be made within 14 days of publication or the scheduled date of the advertisement.

Puumies strives to publish all accepted advertisements on the dates agreed. If an advertisement cannot be published due to production or other operational reasons (e.g. strike) or for reasons due to the advertiser, Puumies is not liable for any damages the advertiser may be caused.

Puumies is not responsible for errors in advertisements due to incorrect material, indistinct handwriting or language or translation errors if the text is translated for free by the publisher. In the event of an error or omission of the advertisement the publisher's liability shall in all cases be limited to repaying any amount received for the advertisement.

## 13. ATTENTION VALUE OF ADS IN PUUMIES

According to Reader Survey\*, the advertisements in Puumies are well noticed and have direct effects on the readers.



## PUUMIES – the leading professional journal for Finnish wood products industry since 1955

**Puumies is the leading and highly respected journal for wood industry professionals in Finland.**

The journal appears 10 times a year, presenting the latest news on technology, trade, products, companies and people in wood products industry.

**Puumies is the only woodworking journal in Finland to have all the important organisations and associations as partners:**

- Finnish Forest Industries Federation
- Finnish Sawmills Association
- Finnish Wood Preserving Association
- Puuinfo Ltd
- Furniture and Joinery Industries
- Finnish Timber and Builders' Merchants Association
- Finnish Woodworking Engineers Association
- The Association of Finnish Sawmillmen

Puumies was established in 1955.

**Subscription price 2012:** in Finland € 54, abroad € 60.

**The content covers the entire industry – from forestry to end user markets**

The coverage of Puumies ranges from forestry and bioenergy, through sawmill and further processing industry to furniture and joinery industry, timber and building trade and wood construction.

We also present the latest news on research and development, logistics, education, culture etc. All the articles are written by experts.

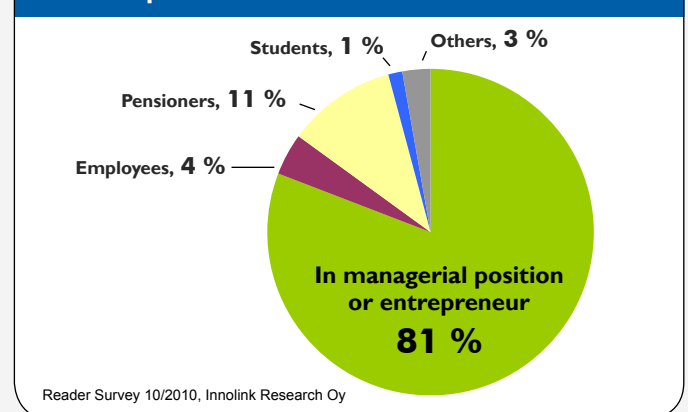
**Every issue reaches at least 6 500 readers**

According to Reader Survey\* every issue of Puumies reaches at least 6 500 readers. **The circulation is based on paid subscriptions and membership.** In addition to normal circulation, Puumies is distributed at various events.

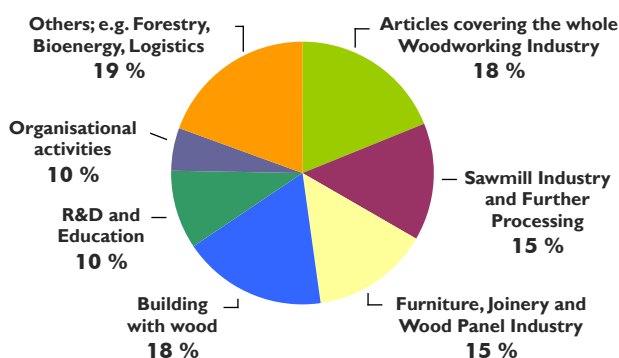
The readers of Puumies are decision makers and professionals working in sawmill, plywood, wood construction, furniture and joinery industries, forestry and timber trade. The readers are entrepreneurs, managers, directors, specialists, teachers, designers, researchers and sales and marketing people.

\*Reader Survey 10/2010, Innolink Research Oy, N = 265

### Reader profile



### The coverage of Puumies in 2009



### Reaching the key decision makers

**How well does Puumies reach the decision makers of woodworking industry in Finland?**

