

# Pakkaus-magazine

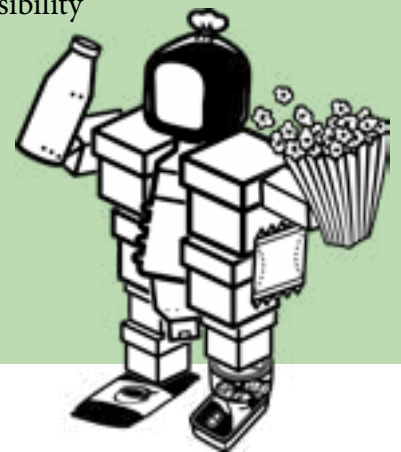


Pakkaus-magazine is a subscription professional magazine. The magazine is also a member benefit of the Finnish Packaging Association, and of Packaging Guild ry.

## Aikataulut ja teemat

Reservations Materials Mailing Themes

Reservations	Materials	Mailing	Themes	
1/2025	7.1.	13.1.	6.2.	Packaging directory, sourcing
2/2025	18.2.	25.2.	20.3.	Packaging printing (Flexo&Print Forum)
3/2025	8.4.	15.4.	8.5.	Circular economy, producer responsibility
4/2025	20.5.	27.5.	19.6.	Grocery- and online shopping
5/2025	12.8.	19.8.	11.9.	Food and Drink packaging
6/2025	2.10.	7.10.	30.10.	PackSummit- issue
7/2025	18.11.	27.11.	18.12.	Gift packaging



### Contact

Finnish Packaging Association

Rautatieläisenkatu 6, 00520 Helsinki

info@pakkaus.com,

www.pakkaus.com

Member of Finnish Magazine

Media Association.

### Orders

tilaukset@pakkaus.com

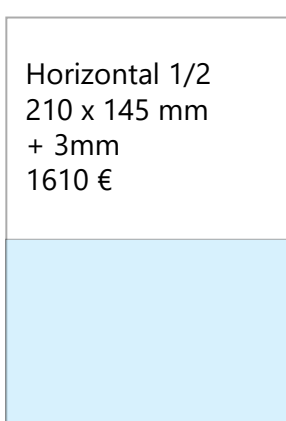
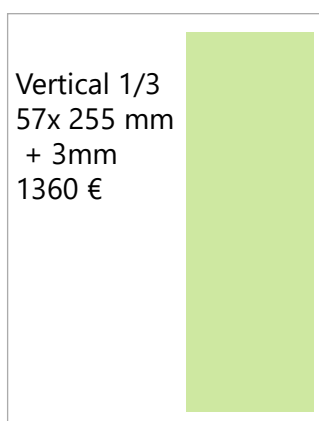
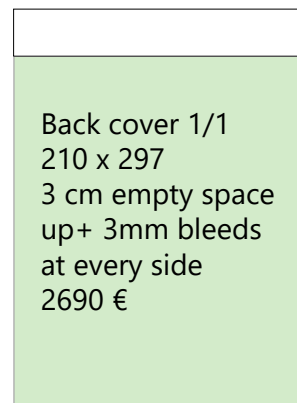
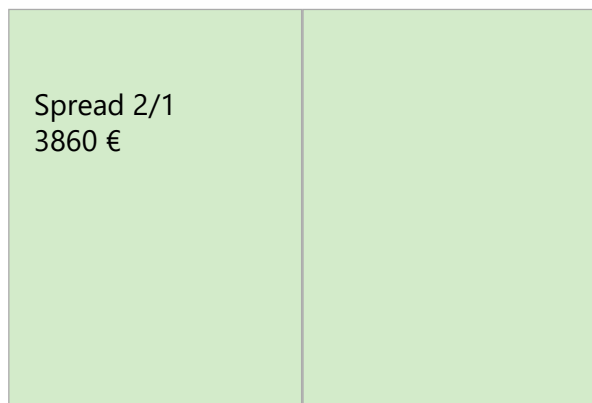
### Prizes

150 € / year + vat

Abroad 210 € / year



# Advertisement sizes and prices



Koko	Hinta € + alv
Spread 2/1	3860
Full page 1/1	2360
Half page, horizontal	1610
Half page, vertical	1610
1/3 page, horizontal	1360
1/3 page, vertical	1360
1/4 page, horizontal	1110
1/4 page, vertic	1110
Inner cover	2580
Back cover	2690
Half cover	3000



## Delivery of materials

**Sending address:** ilmoitukset@pakkaus.com

**A cutting margin + 3 mm should be added to all materials**

**Material format:** print-ready pdf  
The minimum resolution of images is 300 dpi  
Colors: CMYK

**Printed Packaging Leaflet**  
Paper size: A4 (210 x 297 mm)

**Printing method:** offset

**Binding:** stapling

## Advertisement sales Saarsalo Oy

**Maria Turppa**  
p. 044 981 8239  
maria.turppa@saarsalo.fi

**Niina Tuulaskoski**  
p. 041 313 1047  
niina.tuulaskoski@saarsalo.fi

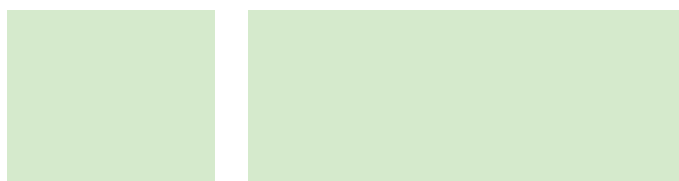
# Pakkausuutiset



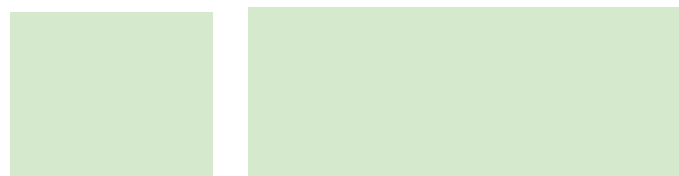
**Upper banner**  
Desktop 950 x 150 px, mobile 320 x 260 px



**Banner**  
400 x 250 px



**Wide banner**  
Desktop 950 x 150 px, mobile 320 x 260 px



## Newssite

**Upper banner**  
size: Desktop 950x150 px, mobile 320x260 px  
prize: 950 € kk+ alv

**Banner**  
400 x 250 px, desktop & mobile,  
prize: 750 € kk + alv

**Wide banner**  
size: 950 x 150 px  
prize: 650 € kk + alv

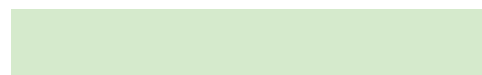
**Yläbanneri**  
610 x 140 px



**Keskibanneri**  
610 x 140 px



**Banneri**  
400 x 250 px



## Newsletter

**Upper banner**  
size: 610 x 140 px  
prize: 850 € kk+ alv

**Keskibanneri**  
size: 610 x 140 px  
prize: 750 € kk + alv

**Banneri**  
size: 400 x 250 px  
prize: 650 € kk + alv

## Materials

**Material format:** png, jpg, gif

**Sending address**  
ilmoitukset@pakkaus.com

## Advertisement sales, Saarsalo Oy

**Maria Turppa**  
p. 044 981 8239  
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p.041 313 1047  
niina.tuulaskoski@saarsalo.fi