



**AMT.fi**  
Ratkaisut ammattilaisille

# Plastic & Rubber 2026

THE CATALOGUE FOR THE INDUSTRY'S KEY PERSONNEL

MEDIA CARD

**MJOVI**  
YHDISTYS

The amt.fi PLASTICS & RUBBER 2026 guide, created in cooperation between the Finnish Plastics Association and AMT Hakemistot, is now in preparation. The amt.fi PLASTICS & RUBBER Digital Guide – printed edition – newsletters provides decision-makers with all the essential information for purchasing and design. It reaches over 44,500 professionals – buyers, designers, installers, production leaders and experts in materials management, product design and manufacturing – through both print and digital channels.

When you want to promote your products or services to key decision-makers – ALL YEAR ROUND – amt.fi PLASTICS & RUBBER is your ideal solution.

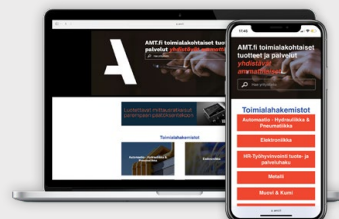
## amt.fi Plastics & Rubber 24/7 Digital Portal

Our new, search engine optimized and fully responsive website looks great on every device – the most effective tool for customer acquisition in the industry. Already, more than 44,000 industry professionals use the amt.fi Digital Guide every month as part of their daily work.

### Traffic sources:

1. Google 2. Direct visits 3. Partner sites

<b>Users</b>	
44000	growth 15,79 %
<b>Page downloads</b>	
276200	growth 0,33 %
<b>Session avg duration</b>	
3 min 57 sec	



## Printed Procurement Guide

Distributed to member companies of key industry associations and organizations, including:

- Members of the Finnish Plastics Association
- Subcontractors and main contractors (Asiakastieto / AMT register)
- Plastics and rubber industry
- Chemical industry
- Automation industry
- Metal industry
- Industrial design
- Electronics and electrical industry

### Professional fairs:

<b>PLASTEXPO</b>	11.-12.3.26.....Helsinki
<b>KONEPAJA</b>	17.-19.3.26.....Tampere
<b>SAHKO</b>	15.-17.4.26.....Helsinki
<b>EuroSafety</b>	8.-10.9.26.....Tampere
<b>Alihankinta</b>	29.9.-1.10.26.....Tampere
<b>ENERGIA</b>	20.-22.10.26.....Tampere
<b>FINNMATERIA</b>	4.-5.11.26.....Jyväskylä



## Newsletters for Purchasing Decision-Makers

Our highly read digital newsletters reach 40,000 key professionals responsible for industrial procurement, purchasing, and design. Newsletter 1: March 2026 – before the Plastexpo event. Newsletter 2: September 2026.

The average open rate (OR) for amt.fi industry newsletters is over 30%, and the click-through rate (CTR) exceeds 3.5%. Average session duration: 3 min 57 sec.



## NEW: AMT and Plastics & Rubber on LinkedIn

AMT and Muovi & Kumi now have an official LinkedIn channel! We share up-to-date news about our activities – as well as our clients' product and service updates. Add AMT's social media channel to your next campaign or combine it with your amt.fi newsletter marketing actions. Discover more at: [linkedin.com/company/amt-fi](https://www.linkedin.com/company/amt-fi)



<b>Contents:</b>	Companies, products, clients, services
<b>Interfaces:</b>	Digital guide, printed catalogue, newsletter and social media
<b>Users:</b>	44.500
<b>Copies:</b>	11.000
<b>Duration:</b>	12 months



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## CONTENT PRICES

www.amt.fi and printed catalogue

### COMPANY AND ORGANISATION DIRECTORY

<input type="checkbox"/> Basic information .....	250 €
<input type="checkbox"/> Logo .....	350 €
<input type="checkbox"/> Company description .....	200 €
<input type="checkbox"/> Active links on the website.....	150 €

### INDUSTRY AND SERVICE DIRECTORY

<input type="checkbox"/> 1-50 titles.....	300 €
<input type="checkbox"/> 51-100 titles .....	500 €
<input type="checkbox"/> the following titles .....	3 € / each

### CLIENTS, BRANDS AND WWW-ADDRESSES DIRECTORY

<input type="checkbox"/> 1-10 .....	160 €
<input type="checkbox"/> 11-30.....	250 €
<input type="checkbox"/> 31-60 .....	300 €
<input type="checkbox"/> following.....	4 € / each

## ADVERTISEMENT SIZES AND PRICES

### COVERS

<input type="checkbox"/> Front cover 145 x 130 mm.....	6000 €
<input type="checkbox"/> 2nd cover 145 x 210 mm .....	3000 €
<input type="checkbox"/> 3rd cover 145 x 210 mm .....	2500 €
<input type="checkbox"/> Back cover 145 x 210 mm .....	5000 €
<input type="checkbox"/> Spine 70 x 8-12 mm .....	2000 €

### INSIDE PAGES

<input type="checkbox"/> 1/1 page 145 x 210 mm.....	1900 €
<input type="checkbox"/> ½ page (horizontal) 120 x 89 mm.....	1100 €
<input type="checkbox"/> ½ page (vertical) 58 x 180 mm .....	1100 €
<input type="checkbox"/> ¼ page 58 x 89 mm.....	600 €

### OTHER ADVERTISING SPACES

<input type="checkbox"/> Interleaf 135 x 210 mm.....	2300 €
<input type="checkbox"/> Footnote left or right 100 x 10 mm .....	3000 €
<input type="checkbox"/> Sidenote left or right 100 x 7 mm.....	3000 €

## ADVERTISING IN THE DIGITAL GUIDE

### TOP RANKING

<input type="checkbox"/> Top Ranking Digital Business Guide, Company / Product / Service and Principal listings.....	650 €
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### BANNERS

<input type="checkbox"/> 980 x 200 px (giant banner max 6 pc).....	2000 €
<input type="checkbox"/> 200 x 115 px (logo banner in carousel) .....	750 €

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

<input type="checkbox"/> 980 x 200 px .....	850 €
<input type="checkbox"/> 980 x 490 px .....	1250 €
<input type="checkbox"/> 980 x 980 px .....	1950 €

## NEWSLETTER

<input type="checkbox"/> Product news in one newsletter .....	450 €
<input type="checkbox"/> Product news in two newsletters.....	650 €

## NEW: AMT and Plastics & Rubber on LinkedIn

<input type="checkbox"/> News on AMT & Plastics & Rubber LinkedIn channel .....	450 €
<input type="checkbox"/> Highlight of a published news item (e.g., one week later).....	150 €

## TECHNICAL INFORMATION AND MATERIALS

### PUBLISHING DATE

Published/distribution March 2026

Material Submission Deadline: February 4, 2026

### 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 2026.

The same information is also available at www.amt.fi website.

All prices exclude VAT which will be added according to EU regulations. (Finland 25,5%).

## INDEX INFORMATION TOTAL:

€

## ADS:

€

Date: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Person: \_\_\_\_\_

Title: \_\_\_\_\_

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

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

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

## ISSUER AND PUBLISHER



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