

## Siirtolapuutarha rated as the best trade and association magazine in Finland 2020

The Finnish federation has since 1935 published a magazine called ‘Siirtolapuutarha’ (= allotment garden). Nowadays the magazine is published with five issues a year. The magazine is sent free of charge to all the allotment gardeners in the federation’s member associations, it has some subscribers and it is also legible on Issuu (with the lag of one issue).

The editor in chief of “Siirtolapuutarha” is the President of the Finnish association – Mr. Pertti LAITILA. The editorial team consists of one reporter, Ms. Pirjoliisa LAURÈN and the chairperson of the editorial board, Ms. Maylis KARJALAINEN. The graphic design is the handwriting of AD Ms. Riikka SIUSLUOTO.



In 2020 the Finnish federation became – as a publisher – member of the Finnish Magazine Media Association, founded in 1946. The association monitors the interests of magazine media publishers. It develops and provides tools to enable the industry to respond to competition in the changing media field. The association has about 250 publishing members, publishing almost 500 magazines and online publications. Public, professional and organizational magazines as well as customer magazines are represented in the industry community. Yearly this association arranges a competition called ‘Edit’ – rewarding successful achievements and creators of the magazine media industry in Finland.

The editorial team has done a huge work on making the Finnish allotment federation’s magazine more current. Due to these efforts “Siirtolapuutarha” was signed up in the “Edit”-competition of 2020, in the category “Best trade and association media”. Everyone was very happy, that the magazine made it to the shortlist (top 3). An extremely nice surprise was, that on March 18<sup>th</sup> ‘Siirtolapuutarha’ was announced being the winner of its category.

### The jury’s rationale was:

“The magazine's editorial team clearly has a deep understanding of its own target audience, its development and needs. The magazine, renewed in 2020, looks like its readers in terms of content and skills; it is versatile, current, knowledgeable and contains a lot of useful information. The overall look of the magazine, including the paper and the plant colours used are supportive of the brand. The changes have taken into account the interest of the new, younger readership in the world of allotment gardens”.

# Siirtola

PUUTARHA  
4/2020

## HERKULLINEN SADONKORJUUJUHLA ALOITTA A SYKSYN

VALMISTAUDU TALVEEN  
PUUTARHAN SYYSTYÖT  
SIRPA SANTALAN PUUTARHA  
ON YLLÄTYKSIÄ TÄYNNÄ