



LIHA JA RUOKA

MEDIA KIT • 2023

LIHA JA RUOKA -MAGAZINE

LIHA JA RUOKA is a trade magazine of meat industry, reaching wide audiences in meat and convenience foods industry. The magazine is published eight times a year and it is a number one influencer, domestic as well as international, in its field. It offers interesting, current reading to industry and retailers. In each issue, we publish articles about the branch, interesting interviews, opinions and product novelties from home and abroad.

ADVERTISE IN LIHA JA RUOKA -MAGAZINE

AN ADVERTISEMENT in Liha ja ruoka -magazine (Finnish Meat and Food -magazine) reaches the entire meat and food chain and its operating environment in Finland. The magazine is also read in the ready meals industry, professional kitchens, and food retail professionals.

A whole-page advertisement is an excellent way to get your products and services noticed. We also offer a good deal for our website banners, adverts in our newsletters and our social media. Or maybe you are interested in advertorials? If so – we are more than happy to help you with translations to Finnish. We know our readers and your customers. Please do not hesitate to ask for more information: ninnu.perala@lihakeskusliitto.fi.



SIZE: A4 (210 x 297 mm), stapled

FREQUENCY: 8 issues per year

CIRCULATION: Average circulation 2000 copies. The magazine is subscribed to grocery stores and companies so that it is available for many people.

PUBLISHING SCHEDULE AND THEMES

NRO	RESERV.	MATERIALS	PUBLISHED	THEMES
1	10.1.	26.1.	10.2.	Trends
2	14.2.	2.3.	17.3.	Easter, lamb
3	27.3.	12.4.	27.4.	Interpack, packaging
4	16.5.	1.6.	16.6.	A big BBQ theme
5	1.8.	14.8.	29.8.	Occupational health and safety
6	4.9.	18.9.	3.10.	Oktoberfest, autumn fair
7	16.10.	30.10.	14.11.	Convenience food, machines
8	17.11.	30.11.	18.12.	Legislation, Christmas



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ADVERTISING SIZES AND RATES IN LIHA JA RUOKA

Advertising rates

full page	2360 e
1/2 page	1680 e
1/4 page	1180 e
1/8 page	890 e

(If you have ready made ad, you will get -15 % discount)

Web ad prices

Advertorial in the magazine or on our web page: ask for an offer.

Digital marketing set: 650 e, including a post for news letter, Facebook and homepages.

Banners: big main banner 500 e / per month and smaller banner 350 e / per month

Service directory €/year:

The sales agreement is valid for the time being. Payment can be made in 1-4 installments.

Price for year

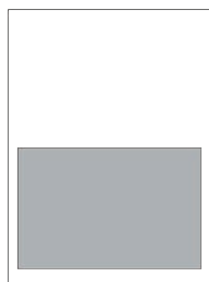
45 x 45 mm	2060 e
45 x 90 mm	2500 e
45 x 135 mm	2850 e
93 x 90 mm	3080 e
(+ VAT)	



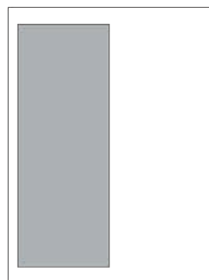
Full page advertisement: 210 x 297 mm + bleed 3 mm

Back page advertisement: 210 x 267 mm + bleed 3 mm

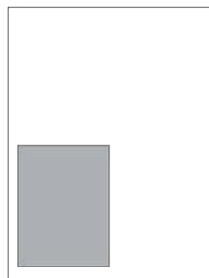
No bleed.



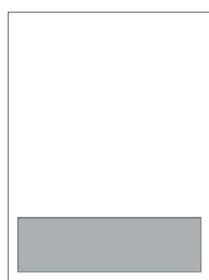
1/2 horizontal
177 x 127 mm



1/2 vertical
86 x 259 mm

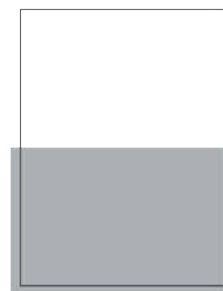


1/4 vertical
86 x 127 mm

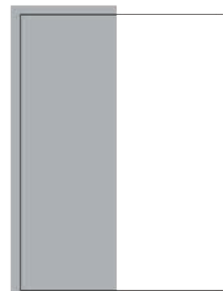


1/4 horizontal
177 x 61 mm

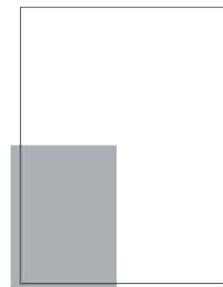
Bleed 3 mm. If texts go to the cut, it can not go 5 mm closer to the clean cut.



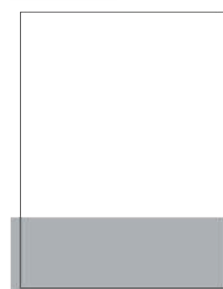
1/2 horizontal
210 x 148
+ bleed 3 mm



1/2 vertical
102 x 297 mm
+ bleed 3 mm



1/4 vertical
101 x 144 mm
+ bleed 3 mm



1/4 horizontal
210 x 78 mm
+ bleed 3 mm



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CONTACTS

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DELIVERY OF THE MATERIALS

MAIL the press ready pdf document of your advertisement to ilmoitukset@punamusta.com.

Advertisements should be cancelled by the reservation deadline and reclamations made within 14 days of publication.

INTERESTED?



Please contact us:
Ninnu Perälä, p. 045 131 1032,
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INVOICING

Payee: Liha ja ruoka / LKL-Kustannus Oy
IBAN: FI0615723000202812
BIC: NDEAFIHH

E-INVOICING
E-invoicing address (EDI code) of LKL-Kustannus Oy:
003707203556

E-invoicing operator: Maventa
Operator code: 003721291126

If your company is not equipped with e-invoicing, we kindly ask you to send invoices to: LKL-Kustannus Oy, 07203556, PL 100, 80020 Kollektor Scan. This address should also be printed on the invoice, not just on the envelope, to forward the invoice correctly after scanning.

You are also welcome to send invoices as pdf or tiff files with the e-mail address: invoice-07203556@kollektor.fi
Only one attachment per one invoice.