

MEAT AND FOOD

MEDIA KIT 2022

FOOD INDUSTRY FOOD RETAIL MEAT BRANCH CATERING

PUBLISHING SCHEDULE AND THEMES

Nro	Reserv.	Materials	Published	THEME
1.	10.1.	24.1.	10.2.	PACKAGING
2.	14.2.	28.2.	17.3.	TRENDS
3.	25.3.	5.4.	22.4.	BIG FAIR ISSUE
4.	10.5.	24.5.	10.6.	HYGIENE AND LEGISLATION
5.	2.8.	11.8.	29.8.	LOGISTIC
6.	6.9.	15.9.	3.10.	OCTOBERFEST
7.	11.10.	20.10.	7.11.	ENTREPRENEURSHIP
8.	16.11.	24.11.	12.12.	CONVENIENCE FOOD

REACH THE FINNISH MEAT BUSINESS – ADVERTISE IN 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. Selected articles are published online on the website of Lihakeskusliitto.

FOR BUSINESSES – INCREASE YOUR VISIBILITY IN LIHA JA RUOKA -MAGAZINE

Are you interested in advertising your company on the website of Lihakeskusliitto (www.lihakeskusliitto.fi) or publishing and advertorial in our magazine or website? Advertorials can introduce your company to readers, showcase novelties or report customer experiences with editorial tools. Advertorials are new, modern advertisements – please ask for more information!

We also publish banners on our website. Ask for an offer!



CONTACTS

Sponsoring publisher: LKL-Kustannus Oy

Publisher: Lihakeskusliitto ry

Address: PL 115 (Pasilankatu 2 A), 00241 Helsinki

Editor-in-chief: Mari Hannuksela, p. 040 515 1379, mari.hannuksela@lihakeskusliitto.fi

Managing editor: Ninnu Perälä, p. 045 131 1032, ninnu.perala@lihakeskusliitto.fi

Desk editor: Niina Jormanainen, niina.jormanainen@lihajaruoja.fi

Business ID: 0720355-6

ADVERTISE WITH US:

Salesmanager: Ninnu Perälä, p. 045 131 1032, ninnu.perala@lihakeskusliitto.fi



MEAT AND FOOD

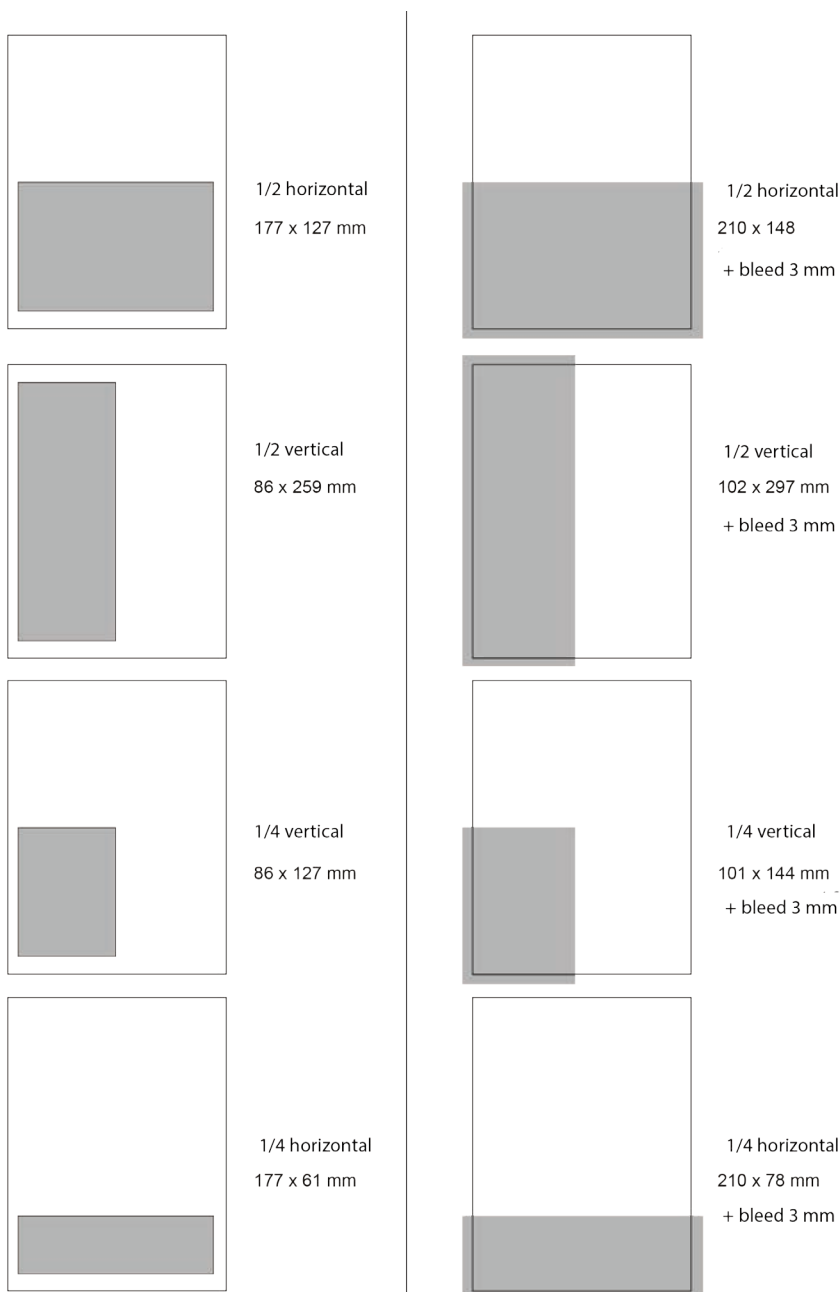
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ADVERTISING SIZES IN LIHA JA RUOKA

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

OTHER SIZES:



LIHA JA RUOKA

Page size: A4
(210 x 297 mm)

Frequency: 8 issues
per year

Circulation: Average
circulation
2000 copies. The
magazine is subscri-
bed to grocery stores
and companies so that is available for
many people.



ADVERTISING RATES

Magazine, prices (euros)

Full page	2360
1/2 sivua	1680
1/4 sivua	1180
1/8 sivua	890

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

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



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DELIVERY OF THE MATERIALS

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

CANCELLATION OF ADVERTISEMENT AND RECLAMATIONS

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



INVOICING

Payee: Lihalehti / LKL-Kustannus Oy
IBAN: FI0615723000202812
BIC: NDEAFIHH

E-invoicing

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

E-invoicing operator: Basware Oyj
Operator EDI: 003705925424
Operator code: BAWCFI22

If your company is not equipped with e-invoicing, we kindly ask you to send invoices to: LKL-Kustannus Oy, PL 91389, 00021 Laskutus. 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: 1002.fi.p.100596-6@docinbound.com. Only one attachment per one invoice. Leave the subject and message fields empty.

INTERESTED?

Please contact us: Ninnu Perälä,
+358 45 131 1032,
ninnu.perala@lihakeskusliitto.fi



Reach the Finnish
meat business
– advertise in
Liha ja ruoka
-magazine!

