

# 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](http://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](mailto:mari.hannuksela@lihakeskusliitto.fi)

**Managing editor:** Ninnu Perälä, p. 045 131 1032, [ninnu.perala@lihakeskusliitto.fi](mailto:ninnu.perala@lihakeskusliitto.fi)

**Desk editor:** Niina Jormanainen, [niina.jormanainen@lihajaruoja.fi](mailto:niina.jormanainen@lihajaruoja.fi)

**Business ID:** 0720355-6

## ADVERTISE WITH US:

**Salesmanager:** Ninnu Perälä, p. 045 131 1032, [ninnu.perala@lihakeskusliitto.fi](mailto:ninnu.perala@lihakeskusliitto.fi)



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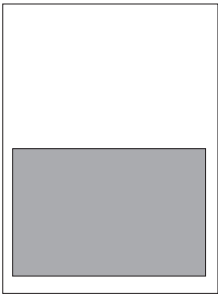
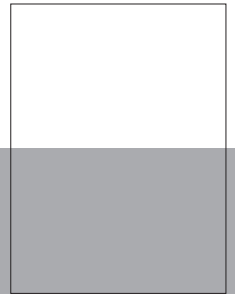
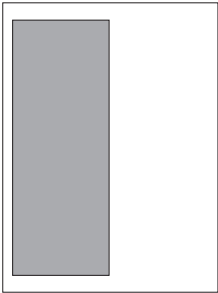
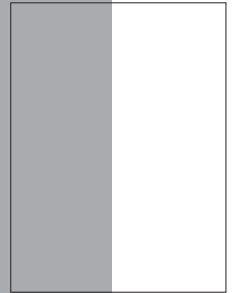
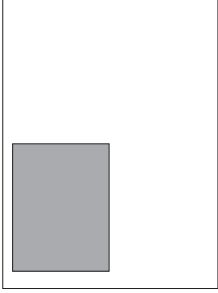
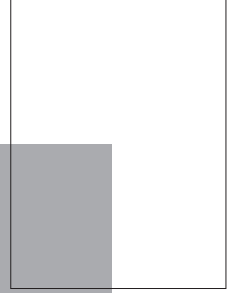
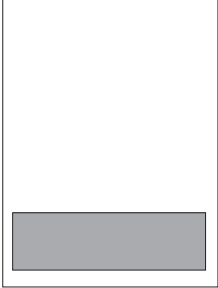
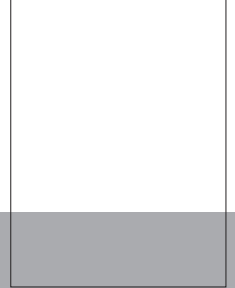
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## ADVERTISING SIZES IN LIHA JA RUOKA

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

### OTHER SIZES:

	<b>1/2 vaaka</b> 177 x 127 mm		<b>1/2 vaaka</b> 210 x 148 + leikkuvarat 3 mm
	<b>1/2 pysty</b> 86 x 259 mm		<b>1/2 pysty</b> 102 x 297 mm + leikkuvarat 3 mm
	<b>1/4 pysty</b> 86 x 127 mm		<b>1/4 pysty</b> 101 x 144 mm + leikkuvarat 3 mm
	<b>1/4 vaaka</b> 177 x 61 mm		<b>1/4 vaaka</b> 210 x 78 mm + leikkuvarat 3 mm

## LIHA JA RUOKA

**Page size:** A4 (210 x 297 mm)

**Frequency:** 8 issues per year

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



## ADVERTISING RATES

### Magazine, prices

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.

### 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)	

**Advertize more - tap into our package deal**

**Why not ask for inserts!**

Prices as agreed.



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## DELIVERY OF THE MATERIALS

Mail the press ready pdf document of your advertisement to [ilmoitukset@punamusta.com](mailto:ilmoitukset@punamusta.com).

## CANCELLATION OF ADVERTISEMENT AND RECLAMATIONS

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

## INTERESTED?

Please contact us: Ninnu Perälä,  
+358 45 131 1032,  
[ninnu.perala@lihakeskusliitto.fi](mailto:ninnu.perala@lihakeskusliitto.fi)



## 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](mailto:1002.fi.p.100596-6@docinbound.com). Only one attachment per one invoice. Leave the subject and message fields empty.

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

