

Kehittyvä Elintarvike

The media to reach the professionals in the food sector in Finland

Rate Card 2018

Publisher Elintarviketieteiden Seura ry
The Finnish Society of Food Science and Technology

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Circulation 2 200 copies
+ additional distributions

Technical Specifications
Size: A4 (210 x 297 mm)
Printing method: offset

Delivery of Materials
Print-ready PDF
Picture resolution 300 dpi
Colours: CMYK
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Advertising Rates

| Size | Price (€) |
|------|-----------|
| 1/1 | 2 150 |
| 1/2 | 1 630 |
| 1/4 | 890 |

Covers: +10 %. Price not including VAT 24 %. These prices are for print ready digital material only. Increased costs caused by laws, decrees or measures by the authorities cause corresponding price increased effective from the date on which the regulations become effective. Please ask an offer for yearly ads.











Advertisement Payments
According to invoice to Elintarviketieteiden Seura ry

Terms of Payment
14 days net from the date of the invoice

Schedule and Themes 2018

| Issue | Publication | Reservations | Ad materials |
|--|---|--------------|--------------|
| 1 | HYGIENE & SANITATION AND INGREDIENTS & ADDITIVES | | |
| | Feb 28 | Jan 31 | Feb 9 |
| Additional distribution: Gastro-fair 14–16 March Helsinki and Product Development Managers | | | |
| 2 | PACKAGING & MATERIAL EFFICIENCY | | |
| | Apr 26 | Mar 29 | Apr 6 |
| Additional distribution: Finnish Food Congress 15 May and PacTec fair 29–31 May Helsinki | | | |
| 3 | DIGITALISATION, ROBOTICS & LOGISTICS | | |
| | Jun 7 | May 9 | May 18 |
| Additional distribution: CEOs, Logistics Managers and ICT Specialists | | | |
| 4 | MACHINERY, EQUIPMENTS & MAINTENANCE | | |
| | Sep 27 | Aug 31 | Sep 7 |
| Additional distribution: Plant Directors | | | |
| 5 | PRODUCT DEVELOPMENT, ANALYTICS & QUALITY CONTROL | | |
| | Oct 25 | Sep 28 | Oct 5 |
| Additional distribution: Quality Managers, Laboratory Managers | | | |
| 6 | TRAINING, CONSULTING & RECRUITMENT | | |
| | Dec 13 | Nov 16 | Nov 23 |
| Additional distribution: HR Managers | | | |

Advertising sizes

| | | | |
|--|---|---|---|
|  |  |  | please leave a space of 210 x 30 mm at the upper edge of the back cover |
| 2/1 pages 390 x 257 mm | 2/1 pages 420 x 297 mm + bleed 3 mm | Back cover 210 x 297 mm + bleed 3 mm | |
|  |  |  | |
| 1/1 pages 210 x 297 mm + bleed 3 mm | 1/1 pages 210 x 297 mm + bleed 3 mm | 1/2 pages 180 x 126 mm | 1/2 pages 210 x 146 mm + bleed 3 mm |
|  |  |  |  |
| 1/2 pages 88 x 257 mm | 1/2 pages 100 x 297 mm + bleed 3 mm | 1/4 pages 180 x 62 mm | 1/4 pages 88 x 126 mm |

Background of the Magazine and Publisher

The publisher The Finnish Society of Food Science and Technology (ETS) is a connecting link between professionals in food research, industry and education. The magazine readers cover the whole food chain from research, education, product development, production, quality control, hygiene, purchase to sales and marketing in both private and public sector. Magazine serves also small- and medium sector companies.

88 % reads also advertisements

ETS was founded in 1947 and it is the largest society on the food sector in Finland. The main goal of the society is to promote cooperation and exchange of knowledge among the members of the society. Operations cover food hygiene, food chemistry, food technology, food economics, nutrition and biotechnology.

The society cooperates with the Finnish Food Industries' Federation and with other Nordic Food Societies in Sweden (SLTF), Denmark (LEVS) and Norway (TeMa). ETS acts as a national member of the European Federation of Food Science and Technology (EFFoST) and the Institute of Food Technologists (IFT).

The magazine Kehittyvä Elintarvike improves the development of the Finnish food sector as well as the cooperation in the sector. The magazine is a member of The Finnish Periodical Publishers' Association.

Advertisement Cancellations

Before the reservation day

Complaints

Within 14 days from publication date in writing. The liability of the magazine Kehittyvä Elintarvike for errors in advertisement or omission of advertisement is limited to a refund of the amount paid for the advertisement.

82 % gains useful information for work from advertisements

Liability of the Advertiser

The advertiser is liable for ensuring that the booked advertisement does not contravene current legislation, regulations by authorities and advertising industry self-regulation organs, or good practice. The advertiser and/or advertising/media agency shall be liable for ensuring that publication of the advertisement can take place without breaching anyone's copyright, intellectual property or other rights. The advertiser and advertising/media agency shall be liable for any damages or losses caused to third parties and/or to the publisher by its advertising.

Liability of the Publisher

The publisher reserves the right not to publish advertisements. The publisher is not liable for benefits promised in the advertisement.

