

Kehittyvä Elintarvike

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

Rate Card 2017

Publisher Elintarviketieteiden Seura ry –
The Finnish Society of Food
Science and Technology
www.kehittyvaelintarvike.fi

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Circulation 2500 copies
Additional distributions in the time
schedule below

Technical specifications

Size: A4 (210 x 297 mm)
Columns: 3
Column width: 56,5 mm
Printing method: offset
Ad Materials: digital material PDF, 300 dpi
Delivery of materials: jukka.peussa(at)icloud.com

Advertising rates

Size	b/w	4-colour
1/1	1 810 €	2 080 €
1/2	1 200 €	1 590 €
1/4	710 €	870 €

Covers: +10 %

V.A.T. 24 %

Agency discount: -15 %

These prices are for print ready digital material. If the material is not ready the costs for making the material will be charged separately. Increased costs caused by laws, decrees or measures by the authorities cause corresponding price increases effective from the date on which the regulations become effective.

Advertisement payments

According to invoice to Elintarviketieteiden Seura ry. –
The Finnish Society of Food Science and Technology












Terms of payment

14 days net from the date of the invoice

Time schedule and main themes

Issue	Publication	Reservations	Ad materials
1	28.2.	30.1	7.2.
ANALYTICS, HYGIENE & FOOD SAFETY Additional distribution at ChemBio 29.–30.3. Helsinki			
2	27.4.	28.3.	6.4.
INGREDIENTS & ADDITIVES AND MATERIAL EFFICIENCY Additional distribution: Finnish Food Congress 16.5. Helsinki			
3	9.6.	12.5.	17.5.
PRODUCT DEVELOPMENT, PROCESSING & PACKAGING			
4	6.9.	11.8.	18.8.
MACHINERY, EQUIPMENTS & MAINTENANCE Additional distribution: International Trade Fair for the Food Industry 13.–14.9. Tampere			
5	26.10.	28.9.	5.10.
RESPONSIBILITY & CIRCULAR ECONOMY THE FINNISH SOCIETY OF FOOD SCIENCE AND TECHNOLOGY 70 YEARS Additional distribution: Universities & Universities of applied sciences			
6	14.12.	17.11.	22.11.
INDUSTRIAL INTERNET, BUSINESS & TRAINING			

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 180 x 257 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



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.

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 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.

Background of the magazine

Kehittyvä Elintarvike and the publisher The Finnish Society of Food Science and Technology (ETS)

The Finnish Society of Food Science and Technology (ETS) is a connecting link between professionals in food research, development and education.

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.

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.

