

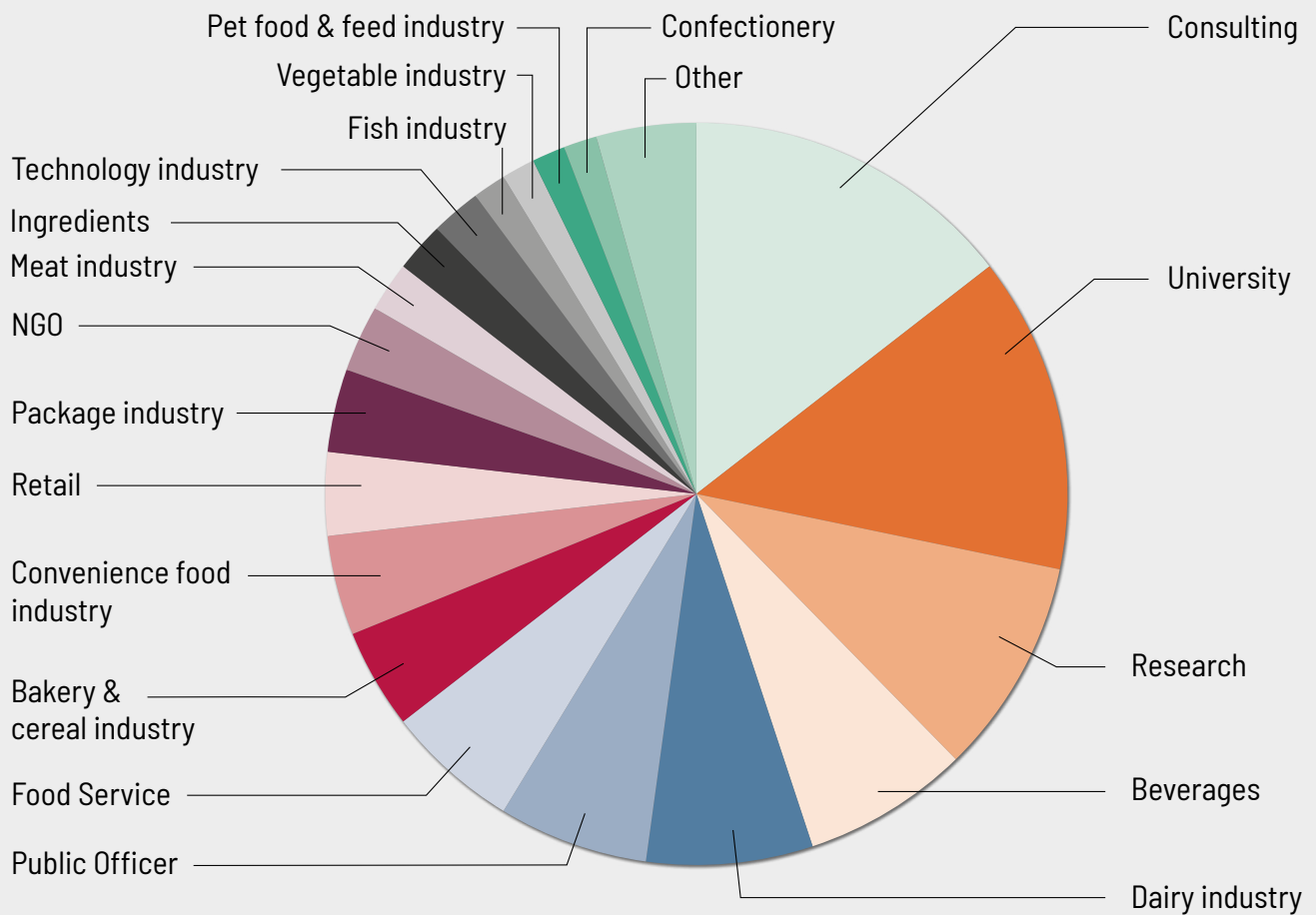
**kehittyvaelintarvike.fi**

# 2024

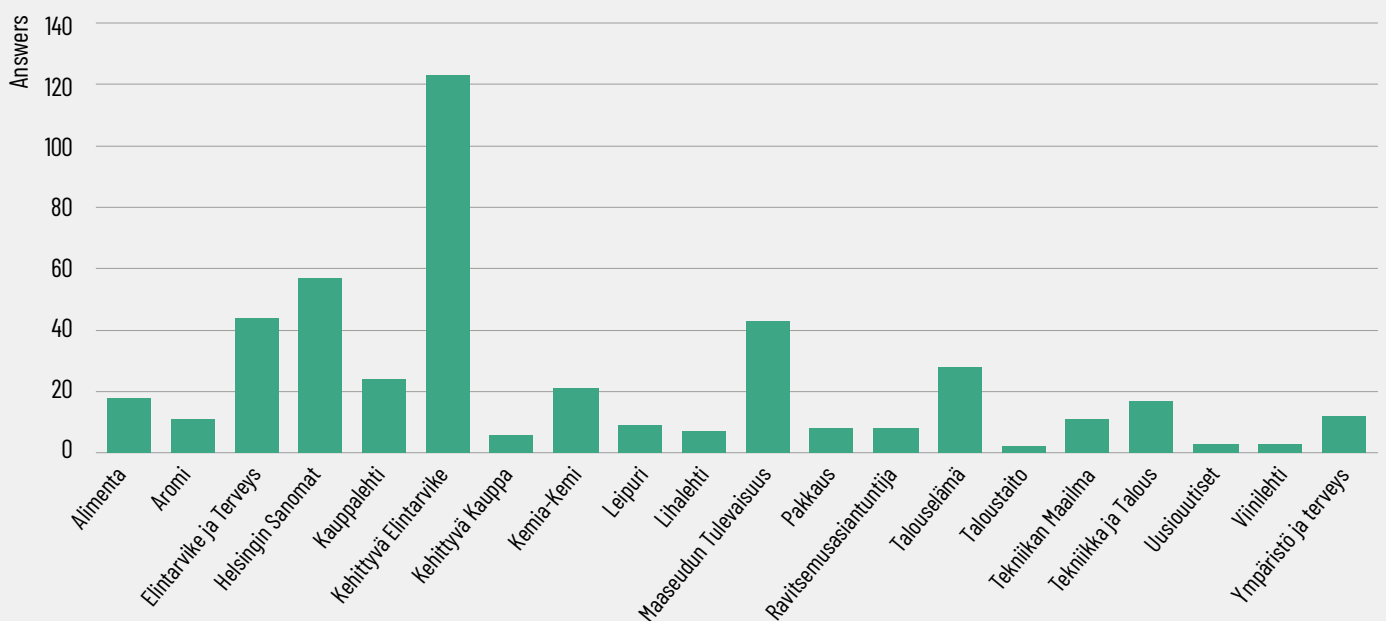


# The media to reach food sector professionals in Finland

## From Reader Survey • Readers' work fields



## Kehittyvä Elintarvike is the most important professional magazine





A decorative border of various fruit-topped donuts surrounds the central text. The donuts are topped with ingredients like strawberries, blueberries, raspberries, kiwi, orange slices, and small flowers.

### Picks from the Reader Survey

**85 %** readers rate the magazine as excellent.

**84 %** think articles are professionally made.

**82 %** find news or new information in the magazine.

**72 %** of the readers are 30–59 years-old.

**64 %** make procurement decisions or participate in procurement planning or recruitments.

**57 %** read at least half of every issue.

**48 %** of the readers say the magazine is the most important way of gathering work-related information.

**32 %** of readers find advertisements in the magazine useful for their work.

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Reader Survey in October 2021, n = 156

# ADVERTISEMENTS ARE IMPORTANT TO THE COMMITTED AUDIENCE

Readers of Kehittyvä Elintarvike are faithful. The ads are meaningful and reliable for them.

## Diverse and modern media channel

Kehittyvä Elintarvike offers many ways to reach the readers for the advertiser.

**PRINTED MAGAZINE** is still going strong. Each issue reaches up to 4,000 readers. The same magazine circulates to several readers. Readers get back to the magazine and re-read the articles.

The number of visitors on our **WEBSITE** keep growing steadily. There has been at most 9,200 monthly visitors in 2023.

- The most read commercial articles reach 200–300 readers.
- Event calendar has 3,500 readers yearly.
- Digital Classifieds has 2,000 visitors per year.

**NEWSLETTER** is sent to over 3,000 subscribers every other week. Every newsletter is opened by 900–1,200 subscribers.

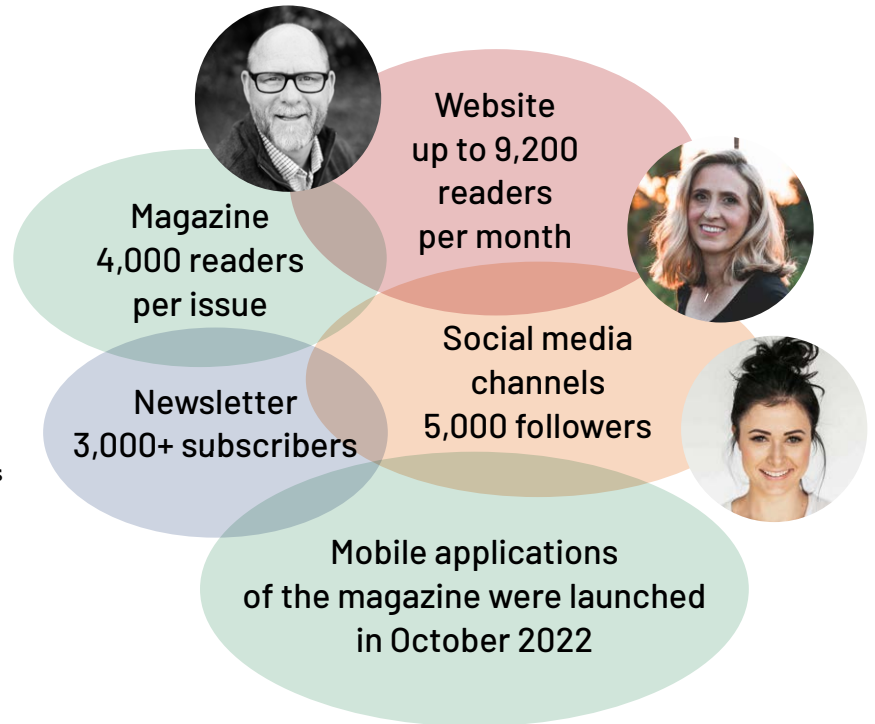
- The most clicked content of our newsletter are recruitment banners (over 200 openings at best)

NEW

**MOBILE APPLICATIONS** are our newest media channel. There are Kehittyvä Elintarvike applications for Android and iOS. All magazine content is available to our subscribers via applications. The contents can be read or listened to.

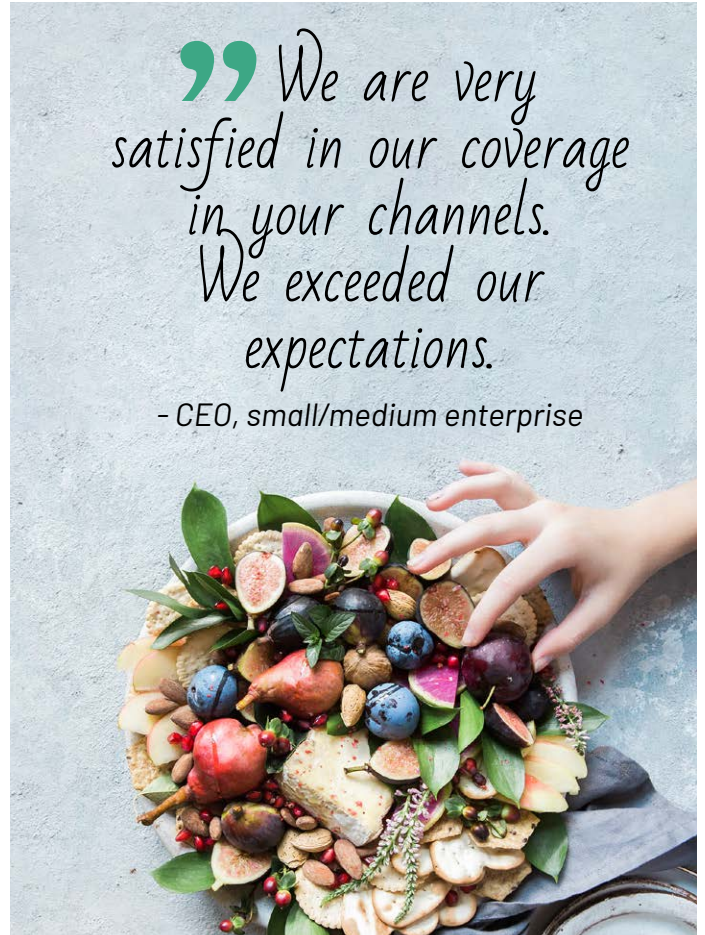
## Message hits the target

The magazine is read by food industry professionals. Over a half of the readers work in food industry as managers, leaders, and specialists within the whole food chain. Another large group of readers work in universities and research institutes.



” We are very  
satisfied in our coverage  
in your channels.  
We exceeded our  
expectations.

- CEO, small/medium enterprise







# THEMES, SCHEDULES & ADDITIONAL DISTRIBUTIONS 2024

## 1 FOOD SAFETY

**Themes:** Microbiology, Ingredients & Meat Industry

**Reservations by:** 5th Feb

**Ad materials by:** 13th Feb

**Publication:** 1st Mar

**Additional distribution:**

- Foodtec/PacTec fair in Helsinki
- ChemBio fair in Helsinki

## 2 GLOBAL FOOD SYSTEM

**Themes:** Logistics, Sales&Export, Beverage Industry

**Reservations by:** 2nd Apr

**Ad materials by:** 9th Apr

**Publication:** 26st Apr

**Additional distribution:**

- Finnish Food Congress in Helsinki

## 3 NEW IN PRODUCTION

**Themes:** Subcontracting, Energy & Bakery Industry

**Reservations by:** 13th May

**Ad materials by:** 21st May

**Publication:** 7th Jun

**Additional distribution:**

- Production Managers, Procurement Managers

## 4 FRAMES OF PRODUCTION

**Themes:** Circular Economy, Facilities&Machines, Convenience Food Industry

**Reservations by:** 19th Aug

**Ad materials by:** 27th Aug

**Publication:** 13th Sep

**Additional distribution:**

- Food Industry Fair in Tampere

## 5 FROM KNOWHOW TO BUSINESS

**Themes:** Education&Research, Funding, Confectionery

**Reservations by:** 30th Sep

**Ad materials by:** 8th Oct

**Publication:** 25th Oct

**Additional distribution:**

- Staff Managers

## 6 DATA AND ESG

**Themes:** ESG, Software & Package Industry

**Reservations by:** 11th Nov

**Ad materials by:** 19th Nov

**Publication:** 9th Dec

**Additional distribution:**

- Managing Directors

• "Ready Meal" advertisements' deadline is two weeks earlier than other advertisements.

• In addition to theme pages, there are regular pages in every issue such as News, Ingredients, Start-ups, Legislation, Business, Nutrition & Health. You can place your ad next to a certain article for an extra fee of 10%.

Boost your message by combining print, digital channels, and newsletter to achieve a wider coverage. Ask for an offer of a multi-channel solution.

[kehittyvaelintarvike.fi/mediatiedot](https://kehittyvaelintarvike.fi/mediatiedot)

# TELL YOUR STORY OR LET US TELL IT FOR YOU

## Commercial articles in print and in digital channels

Commercial articles can be in print or on the website. Commercial contents of the print are shown also via mobile apps, and links can be added to them.

A digital article is published in [kehittyvaelintarvike.fi](http://kehittyvaelintarvike.fi) and in Kehittyvä Elintarvike applications both in mobile and desktop versions. The article is attached to the opening page for two months and after that it can be found in the archives.

A highlight in our newsletter is included in the price and is done by our journalist.

**71 %** OF READERS TRUST THE QUALITY OF PRODUCTS  
AND SERVICES REPRESENTED IN THE MAGAZINE.

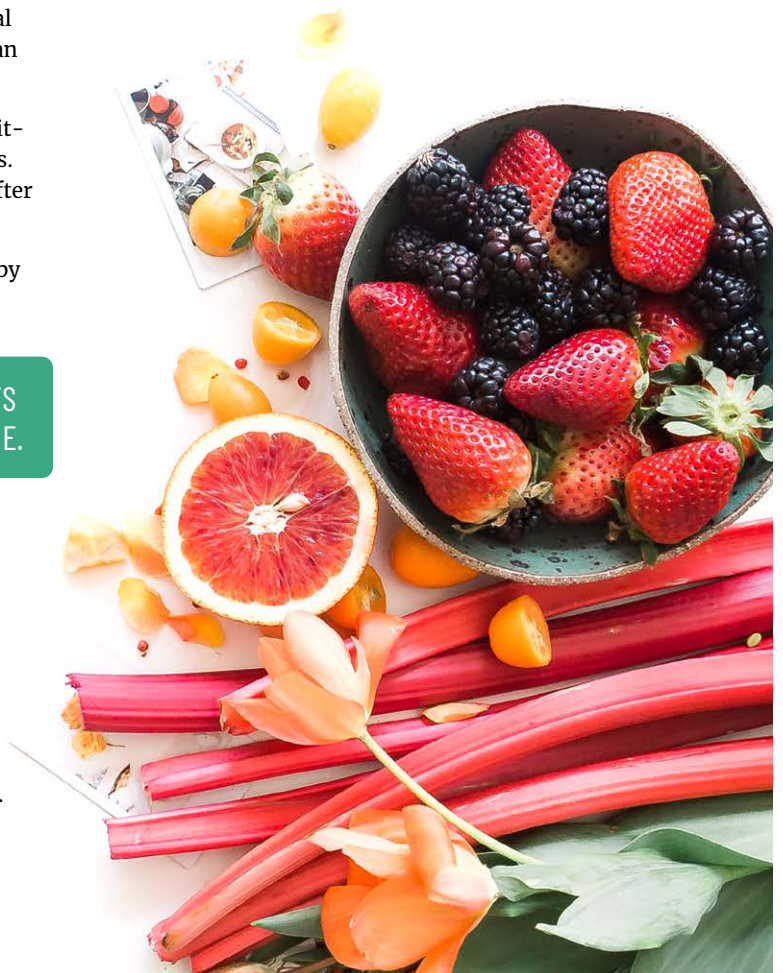
## The staff of Kehittyvä Elintarvike know their readers best

You can buy the whole process of making a commercial article from us. Ready Meal -article includes a text written by our journalist based on one interview. The client can provide the photos, or they can be taken by a professional photographer.

The journalist writes the text, but the client decides the contents. For the print magazine our graphic designer creates a layout following the client's visual code.

Photography and travel expenses have an extra fee.

"READY MEALS"  
ARE AMONG  
THE MOST READ  
COMMERCIAL  
CONTENTS.



You have the contents,  
but need a layout?

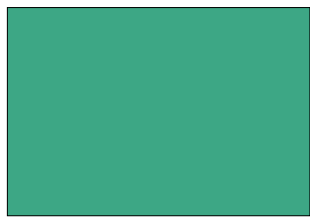
Buy graphic design from us! The fee is 70 € per hour + VAT.  
A one-page advertisement takes two hours for average.

### Prices of commercial articles (€)

	Ready to print materials	Ready Meals
One page in print	2 340	3 260
Spread in print	3 510	4 890
Digital article + a high-light in the newsletter	1 350	1 955
A page in print + digital article + pick in the newsletter	3 515	4 435
Spread in print + digital article + pick in the newsletter	4 685	6 065

COMMERCIAL  
ARTICLES MUST BE  
ADDED THE TEXT  
"KUMPPANISÄLTÖ"  
(SPONSORED)

# SIZES OF ADVERTISEMENTS



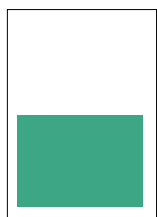
**Spread** 420 x 297 mm  
+ 3 mm bleed



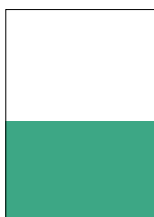
**Back cover** 210 x 297 mm  
+ 3 mm bleed  
Leave a white space of  
210 x 30 mm on the top



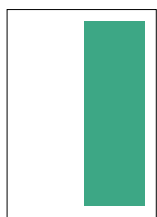
**1/1 page**  
210 x 297 mm  
+ 3 mm bleed



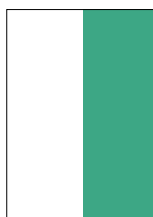
**1/2 page horizontal**  
183 x 126 mm



**1/2 page horizontal**  
210 x 146 mm  
+ 3 mm bleed



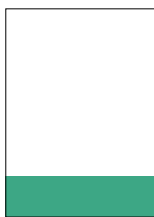
**1/2 page vertical**  
89 x 262 mm



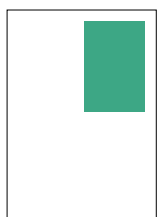
**1/2 page vertical**  
100 x 297 mm  
+ 3 mm bleed



**1/4 page horizontal**  
183 x 62 mm



**1/4 page horizontal**  
210 x 83 mm  
+ 3 mm bleed



**1/4 page vertical**  
89 x 126 mm

## Print advertising prices

size	price (€)
Spread	3,510
Back cover	2,590
2. cover	2,490
3. cover	2,450
1/1 page	2,340
1/2 page	1,750
1/4 page	960

VAT 24% is added.

Prices of  
commercial  
articles,  
page 6

## ATTACHMENTS

Attachments can be added to the print magazine.  
The price includes attaching by glue tip or adhesive  
or adding a separate attachment between pages.

Ask our salesperson for an offer. The prices start at 0.75 €  
per attachment, depending on the size. Distribution is  
2,000 on average.

# TECHNICAL SPECIFICATIONS

## PRINT

Magazine size: A4 (210 x 297 mm)

Printing method: offset

Ligature: hook binding

Ad material: print-ready pdf

Picture resolution  
at least 300 dpi

Colour profile: CMYK

Sending addresses:  
jaakko@kahala.fi and  
toimitus@kehittyvaelintarvike.fi

Before sending  
make sure there  
are no RGB or  
Pantone coloured  
elements  
included (texts,  
fonts, photos,  
vectors)

## DIGITAL

Pictures: jpg/png/gif

Banner size up to 500 kB

Texts: docx

Materials need to be delivered  
at least five (5) working days  
prior to campaign start.

Sending addresses:  
toimitus@kehittyvaelintarvike.fi  
ari.suominen@asiakasmedia.fi  
anne.joukainen@asiakasmedia.fi

## NEWSLETTER

Pictures: jpg/png

Sending addresses:

toimitus@kehittyvaelintarvike.fi  
ari.suominen@asiakasmedia.fi  
anne.joukainen@asiakasmedia.fi

# CLASSIFIEDS

Classifieds are published in every issue of the print magazine. The products and services are classified in categories, and there is an alphabetical index of all companies.

The prices includes both print and digital Classifieds advertisement.

In digital Classifieds the prices include logo, contact info, link to company website, one product category and max. 10 products.

## KEHITTYVÄ ELINTARVIKE

Elintarviketieteiden Seuran ammatti- ja tiedelehti

ARTIKKELIT DIGILEHTI LEHTIARKISTO TAPAHTUMAKALENTERI HANKI

ELINTARVIKETIETEIDEN SEURA JAOSTOT JÄSENILLE KANNATTAJAJÄSEN

## Hankintaopas

Tässä on Kehittyvä Elintarvike -lehden digitaalinen tuote- ja palveluhakemisto toimittajia hakusanoilla.

Täältä löydät kumppanit raaka-aineiden, pakkausten, ohjelmistojen, laboratorioiden ja koneiden toimittajiksi, sekä paljon muuta. Mukana on 80 yritystä. Kurkkaa mitä kaikkea Valitse -kategorian -valikosta löytyy.

## HANKINTAOPAS

## HANKINTAOPAS

### TUOTERYHMÄOSA

#### ASiantuntija-PALVELUT



**AFRY FINLAND OY**  
- asiantuntija- ja projektinjohtopalvelut  
- laitos- ja rakennusneuvottelu  
- tuotantotekniikka ja logistiikka  
- digitalisaatio  
- kestävä kehitys  
- tekninen konsultointi  
- arkkitehtuuri  
- lupa- ja viranomaisasiat  
- turvallisuusjohtaminen ja HSE-palvelut  
- riskianalyysit ja palosuojaus



**ANTICIMEX OY**  
- Food Safety -palvelut  
- hygieniapassit  
- tuholistorjunta



Shaping a World of Trust

**BUREAU VERITAS FINLAND**  
- sertifiointipalvelut  
- tarkastuspalvelut  
- koulutuspalvelut



**ELAP OY**  
- tuotetietojen, laadun- ja elintarviketurvallisuuden



**FOODWEST OY**  
- kokonaisvaltaiset asiantuntijapalvelut elintarviketurvallisuuden alalla  
- ideointi ja konseptointi  
- markkinatutkimus ja kuluttajaymmärrys  
- tuotekehitys  
- sopimusvalmistus ja -pakkaaminen  
- laatu, vastuullisuus ja elintarviketurvallisuus  
- tuotetietopalvelut (Pakkausmerkinnät, Synkka, Jamix)  
- ravintolasiantuntijapalvelut  
- Food Service asiantuntijapalvelut



**IRORESEARCH OY**  
- kuluttaja- ja markkinaymmärrys  
- konsepti- tuote- ja pakkauskas  
- tracking- ja segmentointitutkimukset



**KIWA INSPECTA**  
- sertifiointipalvelut  
- tarkastuspalvelut  
- kalibrointipalvelut  
- koulutuspalvelut



**METROPOLILAB OY**  
- suomalainen elintarvike-, vesi- ja ympäristölaboratorio  
- elintarviketutkimukset omavalvonnan, viranomaisvalvonnan ja tuotekehityksen tueksi



**SWECO OY**  
- elintarvike-, kontaktimateriaali- ja kemikaaliturvallisuuspalvelut  
- ISO 22000, FSSC ja BRC -järjestelmät  
- HACCP riskikartoitukset  
- elintarviketurvallisuus  
- kierrätys  
- toimitusketjun hallinta  
- koneturvallisuus

#### KONEET, LAITTEET JA VOITELUAINEEET



**AMMERAAL BELTECH OY**  
- elintarviketurvallisuuden hihat



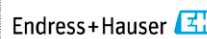
**ASX SYSTEMS OY**  
- elintarviketurvallisuuden koneet ja kuljetinratkaisut, robottisolut, konekäsittelyjärjestelmät, mallasvaat ja muut mallas- ja säilövälineet, rasat yms. annostelijat



**BEDIKA OY**  
- elintarviketurvallisuuden koneet  
- pakkaus- ja materiaalit



**DOSETEC EXACT OY**  
- punnitus- ja annostelujärjestelmät  
- säiliövaat  
- lattiat  
- pöytävaat



**ENDRESS+HAUSER OY**  
- mittaus- ja säätötekniikka

Hae organisaatioita

Avainsana

Valitse kategoria

Etsi



arkkitehtuuri, automaatio suunnittelun palvelut, projektinjohtopalvelut, sähkösuunnittelun palvelut...

Lue lisää



Wrap around -etiketit, Linerles-etiketit, kerrosetiketit, tuotetarrat ja etiketit...

Lue lisää



vakuumi-laminaatit, suojakaasulaminaatit elintarviketurvallisuudelle

Lue lisää

Asiantuntijapalvelut  
IT-järjestelmät ja -laitteet  
Kemikaalit ja hygieniaratkaisut  
Koneet ja laitteet & voiteluaineet  
Kunnossapito  
Laboratoriotuotteet  
Pakkaaminen  
Raaka-aineet  
Sopimusvalmistus  
Laboratoriolaitteet

Lue lisää

Lue lisää



mollankäsittely, rasia-annostelijat, pakkaus- ja säilövälineet, kuljetinratkaisut...



kääreet, tuote-etiketit, Ravenwood-vyötteen, sleeveit...



hyttelöimisaineet, proteiinit, kuidut, aromit...



elintarviketurvallisuuden koneet, pakkaus- ja voiteluaineet, pakkausmateriaalit



korkealuokkaiset analyysilaitteet elintarviketurvallisuuden laboratoriolaitteiden ja prosesseihin



## Classifieds – Coverage for the whole year

### MODEL 1. | 915 € + VAT

Logo + 4 rows + digital Classifieds

#### Product category:



##### DOSETEC EXACT OY

- punnitus- ja annostelujärjestelmät
- säiliövaa'at
- lattiavaa'at
- pöytävaa'at

#### Alphabetical:



##### DOSETEC EXACT OY

Vaakatie 37  
15560 NASTOLA  
03 871 540  
info@dosetec.fi  
www.dosetec.fi

#### Digital Classifieds:



säiliövaa'at, lattiavaa'at,  
pöytävaa'at,  
punnitusjärjestelmät...

Lue lisää

#### Dosetec Exact Oy

##### Koneet ja laitteet & voiteluaineet

säiliövaa'at, lattiavaa'at, pöytävaa'at,  
punnitusjärjestelmät, annostelujärjestelmät

Vaakatie 37, 15560, Nastola

info@dosetec.fi

03 871 540

www.dosetec.fi

### MODEL 2. | 1095 € + VAT

Logo + 8 rows + digital Classifieds

#### Product category:



##### RAISIO OYJ

- kasvipohjaiset raaka-aineet ja ratkaisut elintarviketeollisuudelle, leipomoille sekä Food Service -toimijoille
- myllytuotteet (mm. kauraleserikasteet, jauhot, hiutaleet ja leivontamixit), kasviproteiinit, pastat, viljalisäkkeet, kaurameijeri-, välipala- ja gluteenittomat tuotteet

#### Alphabetical:



##### RAISIO OYJ

Raisionkaari 55  
21200 RAISIO  
02 443 2111  
marjo.lehtinen@raisio.com  
www.raisiofoodsolutions.fi

#### Digital Classifieds:



kasviproteiinit,  
kauraleserikasteet,  
jauhot, hiutaleet ja  
leivontamixit...

Lue lisää

#### Raisio Food Solutions

##### Raaka-aineet

kasviproteiinit, kauraleserikasteet, jauhot,  
hiutaleet ja leivontamixit, pastat,  
viljalisäkkeet, kaurameijerituotteet,  
välipalatuotteet, gluteenittomat tuotteet

Raisionkaari 55, 21200, Raisio

marjo.lehtinen@raisio.com

02 443 2111

www.raisiofoodsolutions.fi

**SALES:** Anne Joukainen | +358 50 310 3081 | anne.joukainen@asiakasmedia.fi  
Ari Suominen | +358 40 355 2340 | ari.suominen@asiakasmedia.fi

# LARGEST SELECTION OF DIGITAL ADVERTISING SPACES IN FOOD SECTOR

The number of visitors on our website is constantly growing and is now 53% higher than year before.

- There are up to 9,200 visitors per month.
- Over the year there has been 80,000 visitors and 133,000 viewings of pages.
- 11% of the visitors return to the pages. They spend an average of three minutes on the site.

Visitors are widely interested in news about food industry, press releases and career stories. *In new jobs* articles are among the most read ones, and recruitment packages are part of those.

A link to the advertiser's site is added in digital advertisements. Results are reported after the campaign.

MAKING A BANNER  
COST 52.50 €+ VAT  
WHEN YOU HAVE  
THE TEXT AND  
PICTURES READY.



# DESCRIPTION AND PRICES OF DIGITAL ADVERTISEMENTS

## Banners in website

There are four different size and shape for banners. Prices and sizes are found in the chart below. Banners are shown for two months.

## Newsletter

Newsletter comes out every two weeks on Wednesdays.

It is a popular way to market things like open positions, events, and education. A banner in newsletter costs 440 € + VAT.

## Fresh out of the oven -product launch

In a product launch, you can present a new product aimed to food industry. It is published as its own page, but it is not attached to frontpage newsfeed. Product Launch is highlighted in a newsletter with a link to the product launch page or the producer's website.

Product Launches are found in a menu. The article includes one photo, a headline, a short lead, and a description of the product. A Product Launch is available for one year. The price is 685 € + VAT. The price includes one highlight in the newsletter.

## Recruitment package

Find your food science professional here! Inform food industry professionals and students about an open position via our newsletter and website. You can reach professionals in food science, education, product development, product safety, production, processing, procurement, investments, sales, marketing, and import. They work as specialists, leaders, and managers. Most of them work in the food industry, universities, and public service.

Price for a multichannel Recruitment Package is 700 € + VAT, including

- banner in newsletter
- banner on website
- banner on widely read Nominations-article, which is also shared in our social media channels.

## Event Calendar

Event Calendar is for professional events in the food industry.

It is possible to advertise different kinds of live and online events in this calendar, e.g., fairs, congresses, seminars, competitions, and courses. Paid events will be shown first, otherwise the events are organized chronologically and the reader can use search-tool in the calendar.

An ad is shown until the event is over or for two months at most. Each event has an event page where you can include for example the program of the event. An ad in Event Calendar costs 565 € + VAT. The price includes one highlight in the newsletter.

### Sizes and prices of ads (€)

WEB PAGES		
Box	300 x 250 px	450
Narrow banner	960 x 120 px	560
Sheet	960 x 360 px	680
Event	570 x 355 px	565

NEWSLETTER		
Newsletter	564 x 212 px	440

77 %  
OF READERS  
FLICK THROUGH EVERY  
NEWSLETTER





# KEHITTYVÄ ELINTARVIKE

## PUBLISHER

Elintarviketieteiden Seura ry -  
The Finnish Society of Food Science and Technology  
Pasilankatu 2, Helsinki  
[toimitus@kehittyvaelintarvike.fi](mailto:toimitus@kehittyvaelintarvike.fi)

## EDITOR IN CHIEF

Elina Teerijoki, +358 40 719 6633  
[elina.teerijoki@kehittyvaelintarvike.fi](mailto:elina.teerijoki@kehittyvaelintarvike.fi)

## ADVERTISING SALES AND COMMERCIAL COLLABORATION

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Ari Suominen +358 40 355 2340  
[ari.suominen@asiakasmedia.fi](mailto:ari.suominen@asiakasmedia.fi)

## ART DIRECTOR

Jaakko Kahala  
[jaakko@kahala.fi](mailto:jaakko@kahala.fi)

## PRINTING HOUSE

PunaMusta Oy

## DISCOUNTS, TERMS OF PAYMENT AND CANCELLATIONS

Advertising agency discount for print adds is 15%. Invoice is paid for the Finnish Society of Food Science and Technology, 14 days net from the date of the invoice.

Written cancellations are accepted before final booking day for print materials, five working days regarding digital content. Cancellations made afterwards are charged for the full price.

Complaints need to be lodged in writing within 14 days from publication date. 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.

New laws, regulations and authority actions taking place will increase prices at the moment of entry. These changes regard also reservations made prior to new actions.

## LIABILITY OF THE ADVERTISER

The advertiser is liable for ensuring 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 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 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. The right to update the media card is reserved.

