The Most Important Media in Food Industry

kehittyvaelintarvike.fi

MEDIA CARD
2027



Multi-channel solutions give the best coverage

The media to reach food sector professionals in Finland

The most important professional media to our readers



KEHITTYVÄ ELINTARVIKE

OUR READERS WORK AS PROFESSIONALS ON EVERY SECTOR OF FOOD INDUSTRY, IN RESEARCH AND CONSULTING.

Picks from the Reader Survey

92 % of readers think the magazine is very important or important way of gathering work-related information.

91 % think the contents are very interesting.

88 % say this media gives a positive view of the food industry.

70 % of the readers that notice an advertorial search for more information about its contents.

> "Kehittyvä Elintarvike covers Finland's food industry very well. Following this media you know what is going on on this sector."
>
> *– comment from the Reader Survey*

Source: JHelske Research/ADAM-survey May 2024, n = 172

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 the advertiser many ways to reach the readers.

PRINTED AND DIGITAL magazine reach up to 4,000 readers per copy.

The number of visitors on our **WEBSITE** reaches thousands of food professionals monthly.

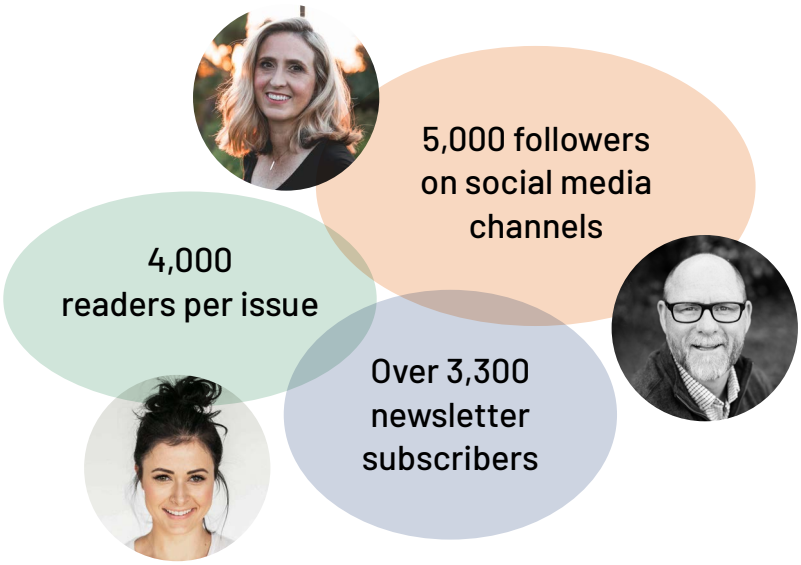
- The most read commercial articles reach over 200 readers.
- The best events reach over 600 views on our event calender.
- Digital Classifieds readers are devoted: they spend in average over 10 minutes on the site.

NEWSLETTER is sent to over 3,300 subscribers every other week. Every newsletter is opened by 900–1,200 subscribers.

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

Message hits the target

The magazine is read by food industry professionals. 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.







THEMES, SCHEDULES & SPECIAL DISTRIBUTIONS 2027

1 SAFETY & QUALITY, FOOD CONTROLS

Additional distribution:
- Quality Managers, Food Safety Authorities

Reservations by: 1st Feb

Ad materials by: 9th Feb

Publication: 26th Feb

2 SECURITY OF SUPPLY, LOGISTICS

Additional distribution:
- CEOs, Logistics Managers
- Finnish Food Congress in Helsinki

Reservations by: 30th Mar

Ad materials by: 6th Apr

Publication: 23rd Apr

3 MACHINES & EQUIPMENT, PRIMARY PRODUCTION, WATER

Additional distribution:
- Maintenance Managers

Reservations by: 10th May

Ad materials by: 18th May

Publication: 4th Jun

4 ENERGY, INGREDIENTS, FOODSERVICES

Additional distribution:
- Production Managers, Product Developers, Factory Managers, Procurement Managers

Reservations by: 16th Aug

Ad materials by: 24th Aug

Publication: 10th Sep

5 EDUCATION & RESEARCH, FOOD CULTURE

ETS 80th anniversary special

Additional distribution:
- Educational Institutions, NGOs, CEOs

Reservations by: 29th Sep

Ad materials by: 5th Oct

Publication: 22nd Oct

6 PACKAGING & MARKETING

Additional distribution:
- Package Designers, Package Producers, Procurement Managers, Marketing Managers

Reservations by: 8th Nov

Ad materials by: 16th Nov

Publication: 3rd Dec

- "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

TELL YOUR STORY OR LET US TELL IT FOR YOU

Commercial articles in print and in digital channels

A commercial article can be placed in print issue, website or both.

A digital article is published in kehittyvaelintarvike.fi It is attached on the main page for two months. After that it is still found in our archive.

We pick a highlight of the article in our newsletter, which is included in the price.

70 % OF THE READERS THAT NOTICE AN ADVERTORIAL SEARCH FOR MORE INFORMATION ABOUT ITS CONTENTS. (COMPARED TO 38 % IN OTHER MAGAZINES)

*(survey about issue 2/2024)

Our staff knows our readers best

You can buy the process of making a commercial article from us. "Ready Meal" package includes a text by our journalist based on one interview. Photos can be provided by the clients or they can be taken by a professional photographer for an extra fee.

Our journalist writes the text, but the clients decides about the contents. For the print issue our graphic designer creates a layout following the client's visual code.

Price includes one post in our social media channels. Photography, travel expenses and translation from English to Finnish for extra fee.

"READY MEALS" ARE THE MOST READ COMMERCIAL CONTENTS.



KUMPPANISISÄLTÖ

Maku ja hinta ratkaisevat valmisruuan menestyksen

Pirstaloituvalla markkinalla on tilausta yhä uudenlaisille valmisruokatuotteille. Menestystuote syntyy maun, hinnan ja kiinnostavan tuotekonseptin leikkauspisteessä.

Noin 60 prosenttia kuluttajista ostaa viikottain valmisruokaa. Valmisruuan asema vahvistui koronavuosina, kun kotona ruokailu lisääntyi.

Vaikka monelle tulee valmisruuasta ensin mieleen mikroateria, valmisteiden kirjo on huomattavasti laajempi. Uudentyyppisiä, perinteisten tuotekategorioiden väleihin asettuvia tuotteita innovoidaan koko ajan.

Kiireiseksi koettu elämä vahvistaa kuluttajan tarvetta saada hyvää ruokaa helposti ja nopeasti. Mukaan otettavia smoothieita ja leipiä voi syödä yhdellä kädellä, ja itse tehdyn tuntuinen ateria syntyy kotona puolivalmisteista.

Horeca-puolella puolivalmisteilla ja komponenteilla taas voidaan ajanhallinnan lisäksi hallita kuluja. Myös kuluttaja-asiakkaiden valintoja säätelee usein hinta, mutta pirstaleiseen markkinaan mahtuu tilausta myös erilaisille premium-tuotteille.

Haussa uudet klassikot

Osa tuoteuutuuksista on lyhytaikaisia, mutta uuden klassikon resepti on maun, hinnan, terveellisyyden ja uutuusarvon kohtaaminen. Isot ruokatalot hallitsevat markkinaa, mutta pieni toimija voi löytää hyvän konseptisuunnittelun avulla oman paikkansa markkinasta.

– Konseptikehityksessä on tärkeää miettiä, miksi juuri nyt kehitetään tämä tuote. On etsittävä seuraavaa hittiä sen sijaan, että katsoo tämän hetken menestyjiä, sanovat elintarviketeollisuustiimin esimies **Antti Isokangas** ja myyntipäällikkö **Eija Virtanen** Leipurin Oyjsta.

Menestyksekkään yhdistelmän hakeminen on tasapainoilua: miten löytää kiinnostava tuote, joka toimii jokaisen tekijän kannalta?

Clean label -trendin myötä kysyntää on esimerkiksi kuiduille tuotteen rakenteen luomisessa tai vaikkapa luontaisille raaka-aineelle, jaka pidentää tuotteen säilyvyyttä.

– Sopivilla kuiduilla saadaan hyvä rakenne sekä kiinteisiin että nestemäisiin tuotteisiin. Meidän kauttamme saa useita kasvikuituja, joita tällä hetkellä on markkinoilla, Isokangas ja Virtanen sanovat.

Avoimuudella lisää ratkaisumalleja

Leipurin on palveleva tukkuliike, jonka asiantuntijat myös sparraavat tuoteideoita yhdessä asiakkaan kanssa. Raaka-aineiden hankinnassa sillä on apunaan laaja kansainvälinen toimittajaverkosta, jonka kautta löytyy lisää tuotteita ja asiantuntemusta.

Luottamuksellisessa yhteistyössä asiakkaan kanssa päästään parhaisiin ratkaisuihin, jos asiakas kertoo avoimesti, millaista tuotetta on tekemässä. Tällöin raaka-ainetoimittaja voi ehdottaa raaka-ainerartkaisuja ja löytää asiakkaalle ehkä alkuperäistä ideaa paremman vaihtoehdon.

Toimitusvarmuus ja luotettavat toimittajat ovat erilaisten kriisien myötä tulleet yhä tärkeämmiksi. Vastuullisuutta edellyttävät niin kauppa kuin kuluttajatkin.

Leipurin Oyj:llä on ISO 22000 -sertifikaatti, joka todistaa vastuullisesta toimitusketjusta. Uusien tavarantoimittajien kohdalla Leipurin hankinta- ja laatutiimit selvittävät niiden toimintatapojen vastuullisuuden.

– Raaka-aineita löytyy kyllä maailmalta, mutta toimituskejun luotettavuuden hallinta voi olla haastavaa ilman osaavaa kumppania. Vastuullisuuden ja luotettavuuden varmistaminen on riskinhallintaa asiakkaan puolesta, Isokangas ja Virtanen sanovat.

Leipurin Elintarviketeollisuuden myynti- ja tuotekehitystiimi. Edessä vas. myyntipalvelu Sara Saviluoto ja tuotekehittäjä Urho Paakkari, takana vas. tiiminvetäjä Antti Isokangas sekä myyntipäälliköt Eija Virtanen ja Jussi Nieminen.

LEIPURIN

- Leipurin Oyj on monipuolinen, suomalainen palveleva raaka-ainetukkuliike.
- Kansainvälinen yritys, jolla toimipisteet myös Ruotsissa ja Baltiassa.
- Leipurin Oyj tarjoaa raaka-aine- ja tuotekehitysratkaisuja makuun, rakenteeseen, ulkonäköön ja helppouteen elintarvike-, leipomo- ja food service-markkinoilla.
- Leipurin valikoimissa on tuhansia eri tuotevaihtoehtoja yli 500 toimittajakumppanin verkostosta.

www.leipurin.com

Have the contents, but need a layout?

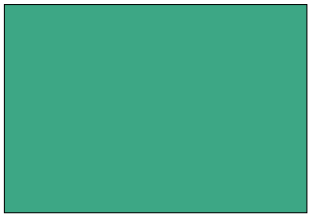
Advertorial one page 140 e, spread 280 e + VAT including two review rounds.

Prices of commercial articles (€)

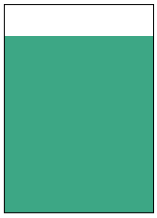
	Ready to print materials	Ready Meals
One page in print	2 340	3 260
Spread in print	3 510	4 890
Digital article + a high-light in the newsletter	1 350	1 955
A page in print + digital article + pick in the newsletter	3 515	4 435
Spread in print + digital article + pick in the newsletter	4 685	6 065

COMMERCIAL ARTICLES MUST INCLUDE THE TEXT "KUMPPANISISÄLTÖ" (SPONSORED)

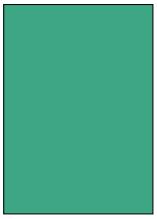
SIZES OF ADVERTISEMENTS



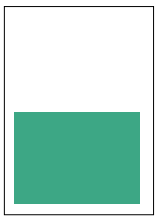
Spread 420 x 297 mm
+ 3 mm bleed



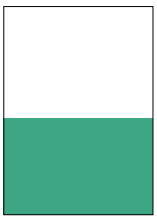
Back cover 210 x 297 mm
+ 3 mm bleed
Leave a white space of
210 x 30 mm on the top



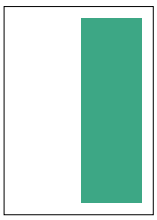
1/1 page
210 x 297 mm
+ 3 mm bleed



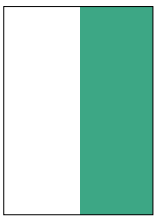
½ page horizontal
183 x 126 mm



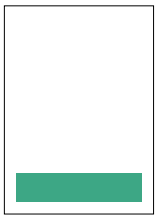
½ page horizontal
210 x 146 mm
+ 3 mm bleed



½ page vertical
89 x 262 mm



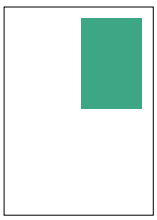
½ page vertical
100 x 297 mm
+ 3 mm bleed



¼ page horizontal
183 x 62 mm



¼ page horizontal
210 x 83 mm
+ 3 mm bleed



¼ 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
½ page	1,750
¼ page	960

VAT 25,5% is added.

Prices of commercial articles, page 5

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.

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 IN PRINT AND ON WEBSITE

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.

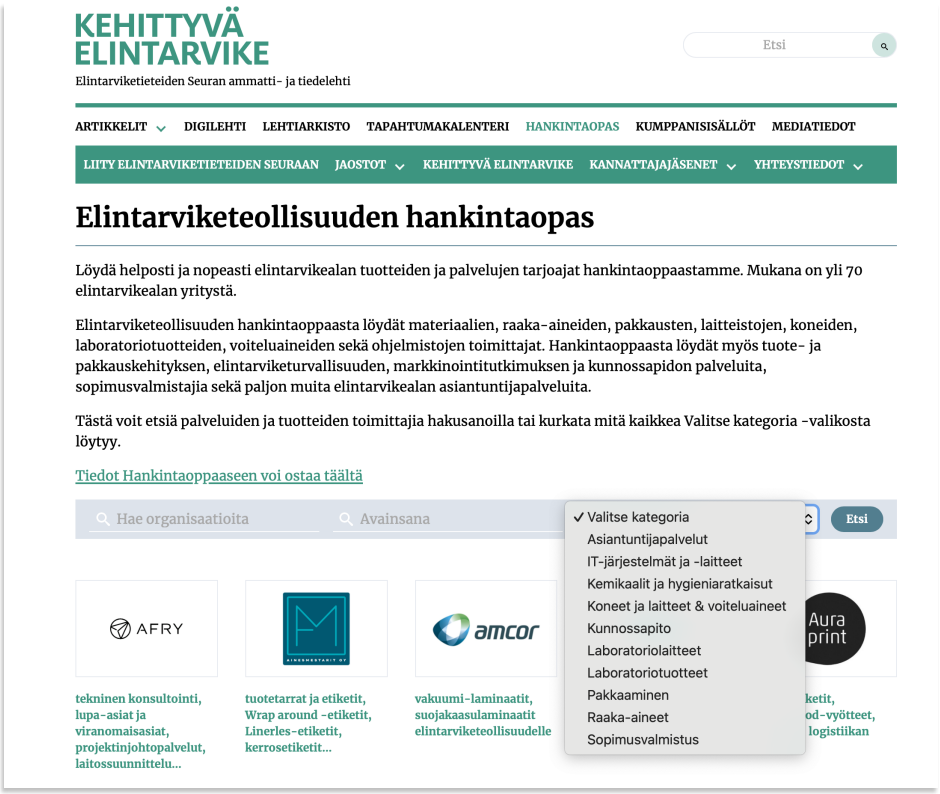
MODEL 1.
915 € + VAT

- Logo
- 4 rows
- digital Classifieds

MODEL 2.
1095 € + VAT

- Logo
- 8 rows
- digital Classifieds





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DIGITAL ADVERTISING SUPPORTS PRINT ADVERTISING

- There are up to 9,000 visitors per month.
- Over the year there has been 80,000 visitors and 120,000 viewings of pages.

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 one month.

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

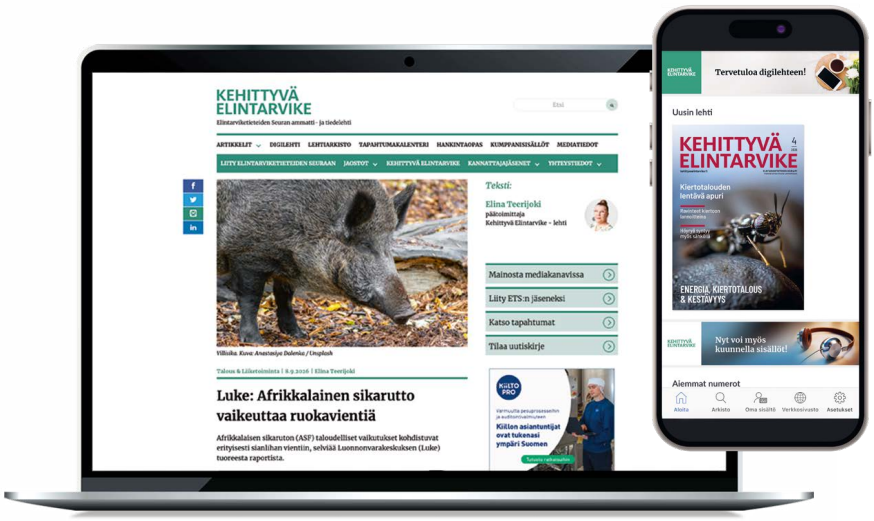
Event Calendar is for professional events in the food industry. It is possible to advertise different kinds of live and online events in this calendar, e.g., fairs, congresses, seminars, competitions, and courses. Paid events will be shown first, otherwise the events are organized chronologically and 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	600 x 500 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



NEWSLETTER SUBSCRIBED BY OVER **3,300** FOOD PROFESSIONALS.



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Printall

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.