

A PROFESSIONAL MAGAZINE OF MEAT AND READY MEALS INDUSTRY



Let's collaborate!

Do you want to reach professionals in the meat, ready meals, and food retail industries? Liha ja Ruoka magazine is widely read in both the industry and food stores across the country. The advertisement can be published not only in print but also electronically in the magazine's app and on the website. For more information, contact Linda Helasmäki, +358 50 494 1644, linda.helasmaki@lihajaruoka.fi.

KEY NUMBERS

Average circulation

ca
2000

Magazine readership

(On average, one magazine is read by three people.)

ca
6000

Number of app users

ca
500

Monthly website visitors

ca
5000

LIHA JA RUOKA

Liha ja Ruoka is the professional media for the meat and ready meals industry, reaching key influencers both in Finland and internationally. Published eight times a year, the magazine offers up-to-date and inspiring content that speaks to professionals in the industry, as well as those in retail and professional kitchens. Each issue delves into the hottest industry topics, features interesting individuals, and provides sharp insights, all while highlighting the latest product innovations.

Publication Dates and Themes

No.	Reservation	Materials	Publication Date	Theme
1.	9.1.	23.1.	10.2.	Trends
2.	9.2.	23.2.	10.3.	Easter, lamb
3.	1.4.	9.4.	28.4.	Machines (Interpack)
4.	21.5.	29.5.	17.6.	Summer food, seasoning
5.	5.8.	12.8.	28.8.	Game & reindeer + beer & wine
6.	7.9.	15.9.	2.10.	Packaging, sausages
7.	19.10.	28.10.	13.11.	Ready Meals
8.	20.11.	1.12.	17.12.	Christmas

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ADVERTISEMENT PRICING

Full page: 2388 e

1/2 page 1700 e

1/4 page 1194 e

1/8 page 650 e

(15% discount for ready-to-print materials)

Advertorials for the magazine or website: Contact us for a quote.

Digital ads

Digital Package: 750 €, includes app banner, online advertorial and social media shares.

Banners:

- Main Banner on Website: 506 €/month
- App Banner: 202 €/month

SERVICE DIRECTORY

(Service Directory is sold with an open-ended contract; payment can be split into 1–4 installments.)

Ad sizes and annual Prices:

- 45 x 45 mm: 2 060 €
- 45 x 90 mm: 2 500 €
- 45 x 135 mm: 2 850 €
- 93 x 90 mm: 3 200 €

(VAT will be added to the invoice)

For inquiries, contact:

+358 50 494 1644

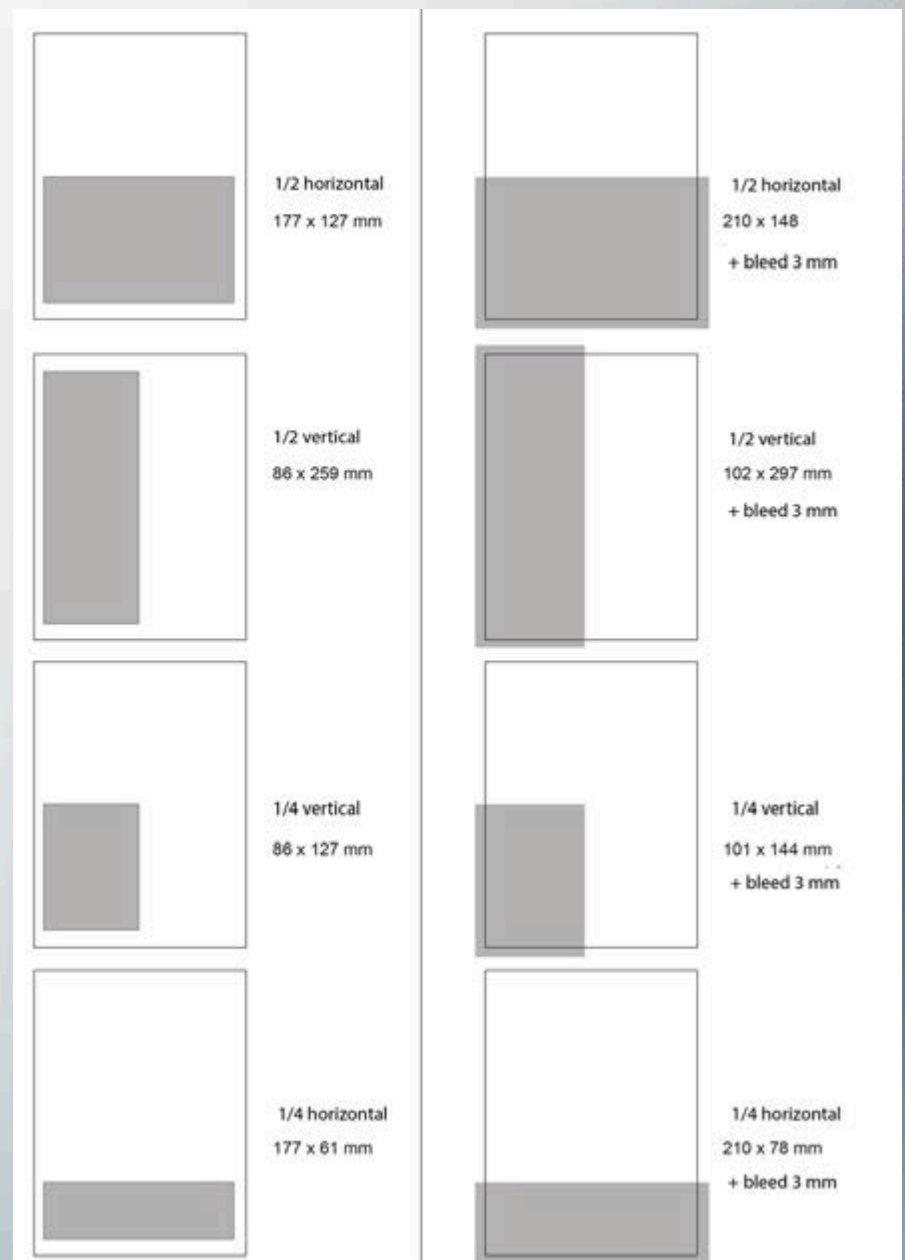
linda.helasmaki@lihajaruoka.fi

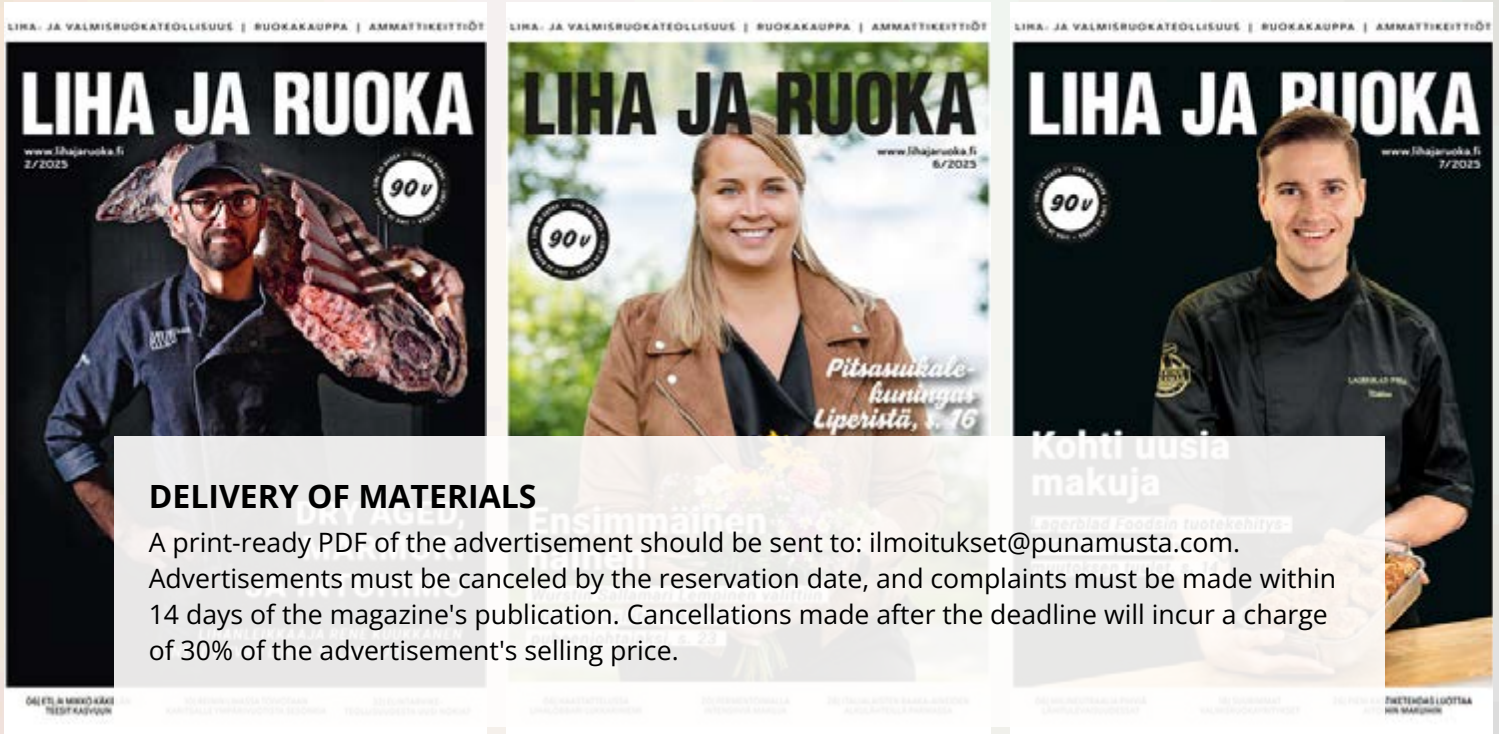
Advertisement sizes for the print magazine

Full Page Ad Size: 210 x 297 mm + 3 mm bleed

Back Cover Ad Size: 210 x 267 mm + 3 mm bleed

Unsure about the correct size? Contact the editorial team for assistance!





DELIVERY OF MATERIALS

A print-ready PDF of the advertisement should be sent to: ilmoitukset@punamusta.com. Advertisements must be canceled by the reservation date, and complaints must be made within 14 days of the magazine's publication. Cancellations made after the deadline will incur a charge of 30% of the advertisement's selling price.

CONTACT INFORMATION

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BILLING INFORMATION

Recipient: Liha ja ruoka / LKL-Kustannus Oy
IBAN: FI0615723000202812
BIC: NDEAFIHH

ELECTRONIC INVOICING

LKL-Kustannus Oy's electronic invoicing address (OVT identifier): 003707203556

Intermediary: Maventa
Intermediary ID: 003721291126

If your company cannot send invoices electronically, please send them to the following address: LKL-Kustannus Oy, 07203556, PL 100, 80020 Kollektor Scan

(Note: This billing address must be printed on the invoice itself, not just on the envelope, to ensure proper processing during scanning.)

Alternatively, invoices can be sent as a PDF or TIF file via email to: invoice-07203556@kollektor.fi

Note: Only one attachment per invoice is allowed.