

Luomu^{lehti}

Rate card
2020

The leading publication on organic branch in Finland

The Organic Magazine reaches the whole organic branch: farmers, trade, food processors and HoReCa. It also gives useful information for a number of consumers.



www.luomulehti.fi

Price

One year 60,50 €
(inc. VAT 10 %)

Publisher

The Finnish Organic Association -
Luomuliitto ry
PL 145
00101 Helsinki, FINLAND
www.luomuliitto.fi

Sub-editor

luomulehti@luomuliitto.fi
Noora Mantere
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Editor in Chief

Pauli Talvitie
Phone: +358 44 550 1850
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Circulation

2500 magazines ordered
Plenty of extra copies delivered in events.

Printer

Painotalo Plus Digital Oy
Ilmarisentie 7, 15101 Lahti
Phone: +358 3 5839 600
www.ppd.fi

Advertisement marketing

Palmera Ky
Maritta Humala
Mäentakusenkatu 2 B 3
33580 TAMPERE
Phone: +358 40 709 9856 (Maritta)
Phone: +358 50 336 7555
palmera@kotiposti.net

Advertisement material and make-up

Eveliina Sillanpää, Kallio
Phone: +358 44 515 6900
ilmoitukset@luomuliitto.fi

Technical requirements for advertisement material

The materials need to be made in a professional manner using programmes appropriate for our graphics department. They should be sent as pdf files. Do not send e.g. Word or PowerPoint files. Luomulehti is not responsible for the printing quality. Pictures: CMYK (ISO Coated v2), 300 dpi. Greyscale 300 dpi, black and white (bitmap) 800-1200 dpi.




Cancelling advertisements

Cancellations must be made in writing on the same day they are booked. Cancellations received after that will be charged the full price of the advertisement.



Reclamations

Reclamations must be made in writing within 14 days of the publication of the magazine. Luomulehti is not responsible for flaws in the appearance of advertisements resulting from faults in the supplied material, unclear script or messages. The maximum liability of Luomulehti is the price of the advertisement. Luomulehti has the right to make changes to the rate card.

Advertisement sizes and rates (VAT 0%)


Size/placement	mm (width×height)	 4-color	 2-color	 bw
Back cover	210×267 (+ bleed 3 mm)	1390 €	—	—
2. cover	210×297 (+ bleed 3 mm)	1330 €	—	—
1/1 full page	210×297 (+ bleed 3 mm)	1240 €	935 €	810 €
1/2 page horizontal	210×146 (+ bleed 3 mm)	790 €	610 €	505 €
1/2 page horizontal	184 × 128 (no bleed)	790 €	610 €	505 €
1/2 page vertical	105×297 (+ bleed 3 mm)	790 €	610 €	505 €
1/2 page vertical	90 x 262 (no bleed)	790 €	610 €	505 €
1/4 page	90×128 tai 184×62 (no bleed)	450 €	360 €	270 €
1/6 page	58×128 tai 184×40 (no bleed)	400 €	310 €	220 €
Mini	58×62 (no bleed)	200 €	165 €	130 €

Service index (VAT 0%)

Koko	mm (width×height)	 4-color	 bw
Big	87×62 mm horizontal	850 €	560 €
Small	40×62 mm vertical	560 €	380 €

Advertisement in every issue, with a possibility to change the advertisement in every issue. Ask for a suitable advertisement package for you!

Advertise on our website: Luomuliitto.fi (VAT 0%)

Size	Pixel	 RGB
Big	633×422	550 €
Medium	300×200	250 €
Small	140×93	200 €

Double offer!

- Ad on two pages -10 % discount from total price.
- Visible for 1 month
 - Next month 10% discount
 - Material: pictures (jpg) max. 700 kt

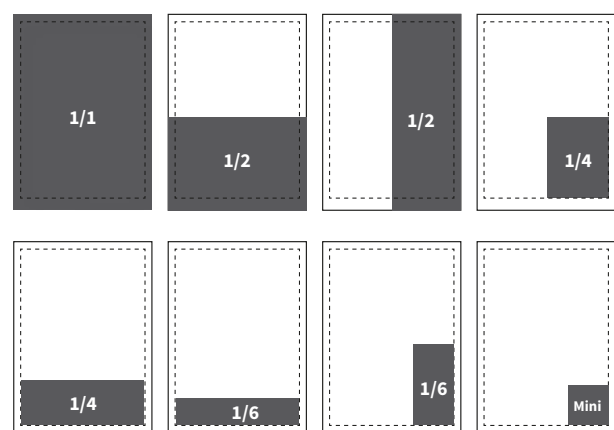
Media sales

Palmera Ky Maritta Humala Mäentakusenkatu 2 B 3 33580 TAMPERE	Phone: +358 40 709 9856 (Maritta) Phone: +358 50 336 7555 palmera@kotiposti.net
Advertisement material: ilmoitukset@luomuliitto.fi	

Schedule 2020

Issue	Published	Material	Reservation
1/2020	31.1.	10.1	3.1.
2/2020	13.3.	21.2.	14.2.
3/2020	29.5.	7.5.	30.4.
4/2020	21.8.	31.7.	24.7
5/2020	16.10.	25.9.	18.9.
6/2020	11.12.	13.11.	6.11.

Sample sizes



Consult the advertisement sales staff for advertising in the pull-outs.