

LEIPURI

BAKERY TRADE MAGAZINE

Valid from Jan. 1st, 2025

1. Publisher: Suomen Leipuriliitto ry
Address: P.O. Box 115, Pasilankatu 2
00241 Helsinki, Finland
Telephone: +358 207121570
Telefax: +358 9 1488 7201
Managing director: Mika Väyrynen
Direct phone + 358 400 887 761
E-mail mika.vayrynen@leipuriliitto.fi
Editor-in-chief: Mika Väyrynen
Managing editor: Elina Matikainen
Direct phone + 358 40 719 9021
E-mail elina.matikainen@leipuriliitto.fi

2. Advertising department: P.O. Box 115, Pasilankatu 2
00241 Helsinki, Finland
Telephone: +358 40 7199021
Reservations: Elina Matikainen
e-mail elina.matikainen@leipuriliitto.fi

3. Printed: 1300

4. Page size: 210 x 297 mm
Printed area: 185 x 271mm
Number of columns: 3
Printing method: offset, 60 lines, 300 dpi
Printer: Waasa Graphics
Layout Anita Kataja +358503201338
Binding: stitching

5. Advertising rates as of Jan 1st, 2025, €

Size	black/white	2-col	4-col
1. & 2.cover&3.page			3 900,-
1. cover			2 750,-
4. cover	1 150,-	1 650,-	2 200,-
2/1	1 890,-	2 390,-	3 490,-
1/1 page	1 050,-	1 300,-	1 950,-
½ page	650,-	900,-	1 550,-
1/3 (57,5 x 271)	520,-	780,-	1 310,-
1/4 (90 x 130)	360,-	620,-	1 170,-
1/8 (90 x 60)	160,-	460,-	1 080,-

Advertising agencies receive a 15 % commission.

6. Bank: Nordea Bank IBAN FI87 21673800 000928

7. Ad cancellation must be made at least 4 weeks before the date of publication.

8. Complaints must be made in writing within 14 days of publication.

9. Publication schedule and advertising material dead lines year 2025

(* the issue is delivered to Finnish grocery shops)

(** the issue is delivered to every bakery in Finland)

No	Publishing week	Ad reservations DL	Paste-up and work materials DL	Electronic material DL	Topic
1	5	7.1.2025	7.1.2025	13.1.2025	Consumers, trends, economy
2*	11	17.2.	17.2.	25.2.	* Bread Shop of the Year
3	16	24.3.	24.3.	31.3.	Education, AI
4**	23	12.5.	12.5.	19.5.	** Summer delicacies
5	29	23.6.	23.6.	30.6.	annual general meeting
6	38	25.8.	25.8.	1.9.	annual general meeting - report
7	44	6.10.	6.10.	13.10.	Environment
8	49	10.11.	10.11.	17.11.	Nutrition, well-being

TECHNICAL DETAILS:

Please send the advertising material to e-mail address: elina.matikainen@leipuriliitto.fi or by mail: Suomen Leipuriliitto, Elina Matikainen, P.O.Box 115, 00241 Helsinki, Finland.

PDF for printing, colours CMYK, pictures no jpg or lzw, cutting marginal at least 3 mm