

LEIPURI
BAKERY TRADE MAGAZINE
Valid from Jan. 1st, 2021

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3. Printed: 1400

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5. Advertising rates as of Jan 1st, 2021, €

| 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 2020

(* 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 | 4 | 11.1.2021 | 11.1.2021 | 18.1.2021 | economy and consumers |
| 2* | 10 | 22.2. | 22.2. | 1.3. | * |
| 3 | 16 | 31.3. | 31.3. | 12.4. | nutrition |
| 4** | 22 | 17.5. | 17.5. | 24.5. | ** |
| 5 | 28 | 28.6. | 28.6. | 5.7. | bread |
| 6 | 37 | 30.8. | 30.8. | 6.9. | annual general meeting - report |
| 7 | 43 | 11.10. | 11.10. | 18.10. | environment |
| 8 | 49 | 15.11. | 15.11. | 22.11. | wellbeing |

TECHNICAL DETAILS:

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