

K KEHITTYVÄ kauppa

MEDIA INFORMATION 2023

Valid from 1 January 2023

1. PUBLISHER	
K-Retailers' Association	PL 60, FI-00016 KESKO
Telephone	+358 1053 010
Telefax	+358 1053 36238
Internet	www.k-kauppiasliitto.fi
Managing Director	Jaana Hertsberg
2. EDITORIAL OFFICE	
Editor-in-Chief	Kirsi Suurnäkki-Vuorinen, tel. +358 1053 36227
E-mail	firstname.lastname@k-kauppiasliitto.fi
Internet	www.k-kauppiasliitto.fi/kehittyvakauppa
3. ADVERTISEMENT SALES AND SUBSCRIPTIONS	
K-Retailers' Association	PL 60, FI-00016 KESKO
Telephone	+358 1053 010
Telefax	+358 1053 36238
Marketing Manager	Tommi Tanhuanpää, tel. +358 1053 36218
Sales Manager	Antti Koivula, tel. +358 1053 36220
E-mail	firstname.lastname@k-kauppiasliitto.fi
4. DELIVERY OF ADVERTISING MATERIAL	
Advertising rates are subject to the material being saved to www.astehelsinki.fi/ilmoitukset	
Page preparation	Aste Helsinki Oy Panuntie 4, FI-00610 HELSINKI
Contact person	Lea Hult, tel. +358 40 566 1747 lea.hult@astehelsinki.fi
5. TECHNICAL DATA	
Magazine size	215 x 280 mm, 5 mm cutting wastage
Weight profile	PSO Coated V3 -profile
Printing method	offset
Printing place	Grano Oy Helsinki Pakarituvantie 7, FI-00410 HELSINKI
Contact person	Mika Taipalus, tel. +358 40 183 1500 mika.taipalus@grano.fi
6. READERSHIP	
The magazine reaches some 20,000 employees and partners of K Group.	
7. PAYEE	
K-kauppiasliitto ry (K-Retailers' Association)	
Business ID	0202334-5
Bank	Nordea Bank Oyj
IBAN account number	FI81 1019 3000 0396 03
BIC-code	NDEAFIHH
Terms of payment	14 days net
Media agencies	14 days -1%, 30 days net

8. ADVERTISING RATES				
Size*	Width	Height	EUR	
2/1	430	280	6 900	
1/1	215	280	3 900	
1/2 horizontal	215	138	2 900	
1/2 vertical	105	280	2 900	
Outside bac cover**	215	250	4 300	
* A bleed of at least 5 mm must be added to the advertisement size. ** Advertising material for the outside back cover must have a light area of 3 cm on the top of the page for printing the address. • Rates without VAT. • Stapled and spot-glued inserts and other sizes according to agreement. • Extra charges: Surcharge for special position 10 %				
9. CANCELLATION OF ADVERTISEMENTS				
In writing not later than one week before the material is to be handed in. If a cancellation is made after that date, 30 % of the advertisement's sales rate will be charged.				
10. COMPLAINTS				
Any complaints concerning the print of advertisements must be made in writing with 14 days from the publishing date of the magazine. The magazine's responsibility for mistakes is limited to returning the rate paid for the advertisement at most.				
11. PUBLISHING SCHEDULE				
Issue	Publishing date	Reservati-on/ Paste-up	Material	Theme
1	13.1.	13.12.	21.12.	
2	17.2.	24.1.	1.2.	
3	24.3.	28.2.	1.3.	
4	21.4.	27.3.	3.4.	Summer market
5-6	26.5.	28.4.	9.5.	Trade Makers
7-8	25.8.	28.7.	7.8.	Autumn novelties (research issue)
9	22.9.	29.8.	6.9.	
10	27.10.	3.10.	11.10.	
11	24.11.	31.10.	8.11.	
The K-Retailers' Association reserves the right to decline from publishing an unwanted advertisement. The publisher is not responsible for the information contained or benefits promised in the advertisements. Complaints must be made in writing within one week from the date of publication or intended publication of the advertisement. The magazine will not be liable for any damages resulting from production-related or operational reasons. Extra costs charged by the printing house for delayed advertising material will be charged from the customer. We cannot accept responsibility for the quality of such advertisements.				

12. MAGAZINE PURPOSE AND TARGET AUDIENCE

Kehittyvä Kauppa is a trade magazine for K-stores published by the K-Retailers' Association. The purpose of the magazine is to help construct the professional identity of people in K Group, and to develop and strengthen their competencies, maintain inspiration, offer useful information on topical issues, and increase a sense of unity among people in K Group.

The primary target audience for the magazine are the employees of K-stores and K-retailers, and the magazine is sent to all K-stores, where it can be found on the retailer's desk and in the staff break room. Retailers can also choose to subscribe the magazine to be delivered to the homes of their employees. Kehittyvä Kauppa is also read by other K Group personnel, business partners and various stakeholders.

13. RESEARCH DATA ON THE MAGAZINE

Regular reader and advertising research is conducted on the magazine in an effort to obtain information on, for example, the needs of different store chains and product categories. This helps in targeting advertising to the right target audience. Advertising research is conducted in August. Contact us, we are happy to tell you more! K-Retailers' Association, Antti Koivula, tel. +358 105 336 220.

14. CHANGES TO MEDIA SHEET INFORMATION

The media sheet is published in advance for the publication period of the magazine. The publisher and the magazine are not responsible for keeping the information content of the media sheet up-to-date or for any possible misspellings or other mistakes or resulting claims. We reserve the right to change the media sheet and any information contained. Notices of changes are given to customers on the publisher's/magazine's website or according to some other practice by the publisher/magazine.