

MEDIA INFORMATION 2025

Valid from 1 January 2025



This high-quality trade magazine for K-stores published by the K-retailers' Association reaches around 20,000 K Group personnel and business partners. The magazine deals with topical issues related to the development of the retail trade and competence, products, trends and wellbeing at work.

The magazine's primary target audiences are K-store personnel and K-retailers. The magazine is sent to every K-store, where it can be found on the retailer's desk, and it is read by store personnel in the staff break room. K-retailers can also subscribe for 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.

Contact information

Advertisement sales and subscriptions

Marketing Manager Tommi Tanhuanpää, tel. 010 533 6218

Sales Manager Antti Koivula, tel. 010 533 6220

Subscriptions Essi Etholén, tel. 044 344 5591

Email firstname.lastname@k-kauppiasliitto.fi

Payee 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

Publishing Schedule

Issue	Publishing date	Reservation/Paste-up	Material	Theme
1	9.1.	11.12.24	17.12.24	Spring novelties
2	13.2.	20.1.	28.1.	
3	20.3.	25.2.	3.3.	Beverages supplement**
				**Supplement reservation 25.2., material 27.2.
4	15.4.	25.3.	31.3.	Ice-cream-supplement Summer novelties
5-6	22.5.	28.4.	6.5.	Trade Makers
7-8	21.8.	29.7.	5.8.	Autumn novelties
9	18.9.	25.8.	2.9.	
10	23.10.	30.9.	7.10.	K-Team Päivät/ professional trade fair
11	20.11.	27.10.	4.11.	

Cancellation of advertisements

In writing no later than one week before the deadline for the submission of material. If a cancellation is made after the deadline, 30% of the sale price of the advertisement will be charged.

Complaints

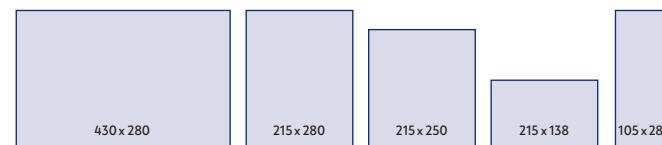
Any complaints concerning the typography of advertisements must be made in writing within 14 days of the magazine's date of publication. The magazine's maximum liability for errors is limited to a refund of the amount paid for the advertisement.

The K-Retailers' Association reserves the right not to publish unwanted advertisements. The publisher is not responsible for the information contained or the benefits promised in the advertisements. Complaints must be made in writing within one week of the publication of the advertisement or the intended date of publication. The magazine is not liable for damage resulting from production-related or operational reasons.

The customer will be charged for the extra costs charged by the printing house for delayed advertising material. We cannot accept any responsibility for the quality of such advertisements.

Advertising rate

Koko	Leveys	Korkeus	Hinta €
2/1	430	280	6 990
1/1	215	280	3 990
Outside back cover	215	250	4 390
1/2 horisontal	215	138	2 990
1/2 vertical	105	280	2 990



- A bleed of 5 mm must be added to the advertisement material.
- Prices do not include VAT
- Stapled and glue drop inserts and other advertisement sizes according to agreement.
- **Extra charges:** Extra charge for special position 10%

Delivery of advertising material to the address

www.astehelsinki.fi/ilmoitukset

Material requirements and the instructions of Aste Helsinki's upload service:

<https://astehelsinki.fi/pdf-aineisto-ohje/>

Technical data

Magazine size 215 x 280 mm, 5 mm bleed

Printing profile PSO Coated V3 -profiili

Printing method offset printing

Printing location Grano Oy, Pakarituvantie 7, 00410 HELSINKI, Finland

Contact person Mika Taipalus, tel. +358 40 183 1500, mika.taipalus@grano.fi, Risto Vedenpää, tel. +358 50 520 5377, risto.vedenpaa@grano.fi

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KEHITTYVÄ kauppa

Readership and advertisement surveys

Kehittyvä kauppa regularly commissions readership and advertisement surveys. The results for 2024 show that the magazine is an important communication channel for retailers, which allows them to keep up with the development of the retail sector and the K Group and with topical issues. According to a reader panel for the issue surveyed, the magazine provides useful professional information for K-store employees. Readers also value the theme inserts and say they help in the development of selections.

The advertisement survey is carried out annually. The advertisements placed by partners in the issue surveyed are studied. The results and successes are also discussed with the partners.

The magazine's advertisement survey examines, among other things:

- The role of the magazine in the advertising of new products and the use of advertising in stores
- The media coverage and effectiveness of advertisements
- The importance of the magazine as a source of information for employees of various K Group grocery chain stores
- The relationship between the magazine and employees of K Group grocery chain stores

The 2023 survey was carried out by Rian Oy.

The survey's data collection was carried out on the 7-8/23 issue of Kehittyvä kauppa.

The survey's target group was K-retailers and employees in the K-Citymarket, K-Supermarket, K-Market and Neste K chains.

CONTACT US, we will be happy to tell you more. The K-Retailers' Association, Antti Koivula tel. 01053 36220

Kehittyvä kauppa – a trade magazine for K-stores

Nine issues per year



Advertisement material is saved to the address

www.astehelsinki.fi/ilmoitukset

The **PSO Coated V3** profile is used in the Kehittyvä kauppa magazine's advertisement material.

- In four-colour materials, all colours must be defined as process colours (CMYK).
- Before sending, please check that the advertisement DOES NOT contain Pantone or PMS colours.
- Please do not use four-colour black (= Registration black in layout programs).
- The material must have a 5 mm bleed.
- The minimum recommended line thickness (stroke weight) is 0.25pt.
- Multi-colour, rasterised or negative printing should not be used for thin lines.
- Do not place logos or important texts or other elements too close to the bleeds.

Images: Use Adobe RGB profile and 300 ppi image resolution

The PDF must be created in the PDF/X-4:2010 standard and using Acrobat 7 (PDF 1.6) version.

Material requirements and the instructions of Aste Helsinki's upload service:

<https://astehelsinki.fi/pdf-aineisto-ohje/>

Further information and enquiries from Aste Helsinki's upload service

ilmoitukset@astehelsinki.fi

telephone 040 664 9459

Page preparation

Aste Helsinki Oy, Panuntie 4, 00610 HELSINKI

Popular theme inserts

