

# Kauppan Maailma

NRO 1 | HELMIKUU 09

Suomen Lähikauppa Oy:n  
kauppa- ja palvelusjohtaja  
Seppo Vartiainen

Voittoa ei voi  
saavuttaa vain  
toissa, se näkyy  
asiakkaiden  
tyytyväisyytenä

Tiimari laajenee  
suunnitelman  
mukaan

sivu 48



PET-p  
muo  
uun

markkinatutkimus  
ammattilehti

## Kauppan Maailma

**MEDIA INFORMATION 2010**

*The premier Magazine  
for the Retail Trade*

# KM – The premier journal for the retail trade



*The number one channel for doing business!*

The KM Retail magazine is the premier, independent magazine for the retail trade, and appears 6 times a year. The magazine gives unbiased information on the most important retail developments and events in the product sector, in all retail sectors as well as in the numerous shops.

If you want to reach all retailers, the KM Retail magazine offers you an excellent channel!

*Editor-in-Chief Thea Ekholm*

## THE NUMBER ONE CHANNEL FOR DOING BUSINESS

### Unique statistics!

The KM Retail magazine publishes statistics from supermarkets, hypermarkets, clothes shops and FMCG shops. The articles in the magazine cover, for example, issues and developments for FMCG and DIY retail, as well as for clothes and shoe retailing. The magazine also has special themes covering the retail sector for cars, home appliances, information technology, furniture, shop technology and security, as well as the kiosk business.

### Comprehensive readership!

The magazine's readers are shopkeepers, store managers and retail managers, sales people, experts from the different areas of wholesaling, and suppliers. Retail associations and the authorities also feature among the subscribers to the magazine.

### Each copy is read by 4.6 people

The Focus Master Oy market research firm carried out a reader survey for BBM Oy as well as an advertising test for issue 4/2008 of the KM Retail magazine.

The research showed the magazine to be a trade journal that keeps abreast of the times, and which gives its readers reliable, useful and wide-ranging information. The magazine received particular praise for its independence and for the market overviews and statistics that it publishes.

Nine out of ten readers spend just under one hour reading the magazine, and each copy of the KM Retail magazine is read by an average of 4.6 people. All the issues of the magazine are usually kept. In general, readers representing the retail and industrial sectors find the magazine useful for them. The usefulness is particularly underscored in the Helsinki area and in other cities with populations exceeding 50,000 inhabitants. The magazine received a score of 8.4 (out of ten).

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## ADVERTISING RATES (EUR) AND TECHNICAL INFORMATION

Size	4-colour	2-colour	b/w
<b>2/1</b> 440 x 295	7 316 €	6 020 €	4 252 €
<b>1/1</b> 220 x 295	4 252 €	3 304 €	2 950 €
<b>1/2</b> horizontal 200 x 132, vertical 95 x 275	2 361 €	1 891 €	1 650 €
<b>1/4</b> horizontal 200 x 61, vertical 95 x 132	1 409 €	1 066€	948 €
VAT	+ 22%	+ 22%	+ 22%

Please leave a 3 mm trimming allowance when it goes to the edge of the page.  
VAT will be added to all prices.

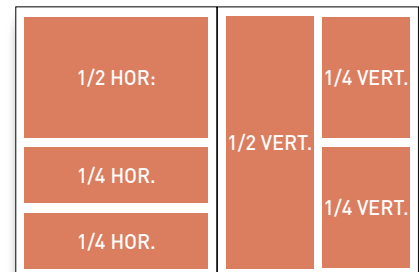
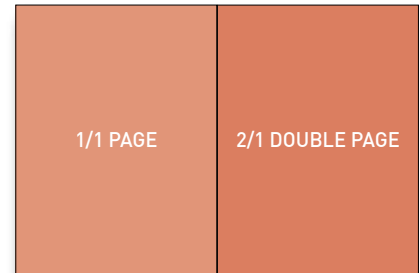
## PRICES FOR INSERTIONS

15 000	Form of insertion
5 708 €	2 page or card
6 376 €	4 pages
7 513 €	8 pages
+ 22%	VAT

Please leave a 3 mm trimming allowance when it goes to the edge of the page.  
VAT will be added to all prices.

## PUBLICATION AND THEMES

ISSUE	ADVERTISING BOOKINGS	ARTWORK DATE	PUBLISHED	THEMES
<b>1 / 10</b>	22.1.	29.1.	15.2.	Customer Service ABC.
<b>2 / 10</b>	19.3.	26.3.	14.4.	Recruitment's ABC. <b>Business Cars Insert</b>
<b>3 / 10</b>	21.5.	27.5.	11.6.	Daily Consumer Goods Statistics Review. <b>Reader Survey Issue.</b>
<b>4 / 10</b>	24.8.	2.9.	17.9.	Working Abroad.
<b>5 / 10</b>	8.10.	15.10.	1.11.	Career steps in Retail Business. <b>Business Cars Insert.</b>
<b>6 / 10</b>	11.11.	18.11.	3.12.	Future Consumer.



### Advertising inserts between pages

It is possible to place various kinds of advertising inserts into the magazine. Example rates are in the table left. The inserts can be loose, glue-drop inserts or product Sample inserts.

The maximum folded size of the insert is 220x295 mm. Post production materials are to be mailed one week prior to the published date of publication of the journal.

Attn! Check the technical specifications of the insert before printing and request detailed shipping instructions from your contact person. A model of the insert must be provided to BBM and to Art-Print Oy.

Shipping address for inserts: Speeddirect, Konetie 1, 04300 Tuusula, Finland.  
Attn: BBM.

Please include clear instructions as to the edition in which the insert is to be placed.



## CONTACT INFORMATION

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## MARKETING OPTIONS

### Supplements

The magazine publishes various advertisers' supplements, either as an insert or separately. The rates are subject to VAT at 22%. Please ask our sales team for further details.

### Additional covers

Having your own cover for your advert will ensure the best visibility. This can be done in the magazine in many different ways: gate-fold, 6-paged or partial cover. Please ask our sales team for options and prices.

### Wrap

An additional wrap is a clever way to reinforce visibility when your product or service is already included in the inside pages. A wrap puts the magazine in a package so that the reader can't avoid it. The wrap that goes around the magazine is sized 120 x the circumference of the magazine. You can direct the readers' attention specifically to the page where your product or service is on display. A wrap can also be used to reinforce Internet advertising. Please ask our sales team for options and prices.

### When an advert is not enough, use an advertorial!

An advertorial is like a magazine article; there is a news item with a point, a story and a rise in pitch at the end – according to taste and the subject. It can only be distinguished from the other editorial features of the magazine by a small word in the margin: advertisement.

It is worth using an advertorial when there is a lot to say, such as during the introductory phase of a new product or service. The customer decides on the textual content and on the angle, just as if it were a normal advert. The text is written by a skilled journal-

ist in close cooperation with the customer. A graphic designer will give the advertorial the desired layout, which will support the message contained in the text. The same material can, if required, be used in several publications, just like advertising material.

Please ask our sales team for further details.

### Internet exposure

Please ask our sales team for further details about our tailor-made solutions and prices.

### Technical data, delivery of advertising content

Page size: 220 x 295 mm, printed area: max. 220 x 295 mm, Print type: Offset, Binding: Stiff backing. Material to be delivered digitally, preferably in pdf format, Address: ilmoitukset@bbm.fi Advertising copy mailing address: BBM Oy, S & A -lehti, Laturinkuja 10, 02650 Espoo. Additional information: Graphic designer Taina Lassila, phone (09) 5421 0127, fax (09) 5421 0132.

### Print run and price effectiveness

The normal print run for KM is 15 000.

Distribution: FMCG shops: K-group, S-group, Suomen Lähikauppa Oy, M-group and Stockmann. Special stores, non-aligned stores, various stakeholders and authorities in the retail sector.

### Discounts

Advertising agency discount 15% for authorized media and advertising agencies.

### Subscription rates for KM Kaupan Maailma

Long term rate 52 €/yr, short term 60 €/yr.

### Payment terms, claims

An advertisement cancelled after the final

booking date will be charged at the full rate. Claims regarding errors in an advertisement must be made no later than eight (8) days following publication of the advert. The magazine's liability is limited to a maximum corresponding to the price for the advert. Terms of payment: 10 days net, interest for late payment: 13 %

### Account

Helsingin OP Pankki Oyj  
IBAN FI65 5780 1020 0111 88  
SWIFT / BIC: OKOYFIHH

### Ad cancellation and compensation

After the final submission deadline, we will charge the full price for the ad. Notice of errors and omissions in advertising must be made within 8 days of publication.

### Responsibility for errors

Business to Business Mediat Oy liability for errors in advertisements accepted for publication is limited to the cost of the advertisement. Business to Business Mediat Oy is not responsible for damages if the advertisement can not be published on a given date. We will only accept claims for error-free content received by the deadline. Notice of errors in advertisements must be made within 8 days of publication.

### Rates apply from 1.1.2010

The rates in this media card apply from 1.1.2010 onwards. Business to Business Mediat Oy reserves the right to amend the rates. When the rates change, the changes also apply to previously made bookings. Any increase in costs caused by laws, decrees or the actions of authorities will increase the rates as from the date that the regulations enter into force. Such increases will also apply to previously made bookings. ■