

# Metsälehti

## Media card 2010

### Schedule 2010

Issue	Publication date	Deadline for material	Theme
1 / I	14.1.	17.12.09	<b>Metsälehti Makasiini: Filling in your tax form</b> will be even more challenging this year due to the tax reductions in wood trade. Follow our instructions and beat the taxman.
2	28.1.	19.1.	Metsälehti
3	11.2.	2.2.	Metsälehti
4 / II	25.2.	9.2.	<b>Metsälehti Makasiini: Interested in buying a forest?</b> We will explain how the value of a forest is determined, how a deal materialises and what follows from the deal.
5	11.3.	2.3.	Metsälehti
6	25.3.	16.3.	Metsälehti
7 / III	8.4.	23.3.	<b>Metsälehti Makasiini: Springtime</b> = time to work on forest regeneration. Useful tips for handling and planting seedlings. Introducing the new quad bike collection.
8	22.4.	13.4.	Metsälehti
9	6.5.	27.4.	Metsälehti
10 / IV	20.5.	4.5.	<b>Metsälehti Makasiini: Staying healthy at work.</b> Working in a sapling stand is like having a workout at a gym. Useful advice on appropriate nutrition, exercise and recovery. Review of the spring's clearing saw market.
11	3.6.	25.5.	Metsälehti
12	17.6.	8.6.	Metsälehti
13 - 14 / V	1.7.	16.6.	<b>Metsälehti Makasiini: The right tree to grow?</b> The summer double issue introduces the timber grower's tree options and reports on which trees grow well and cope in the changing climate.
15	12.8.	3.8.	Metsälehti
16 / VI	26.8.	17.8.	<b>Metsälehti Makasiini: Harvesting</b> is switching more and more to thinning forest stands and drained mires. Introducing the forestry machinery of the future.
17	9.9.	24.8.	Metsälehti
18	23.9.	14.9.	Metsälehti
19 / VII	7.10.	28.9.	<b>Metsälehti Makasiini: Autumn timber sales.</b> What sells now and for what price? Five tips for getting a good deal by experienced sellers. The autumn's new chain saws.
20	21.10.	5.10.	Metsälehti
21	4.11.	26.10.	Metsälehti
22 / VIII	18.11.	9.11.	<b>Metsälehti Makasiini: Energy from the forest.</b> We will discover the going price for forest processed chips, the newest timber product, and the way it is harvested and measured. METSÄ 2010 -FAIR ISSUE.
23	2.12.	16.11.	Metsälehti
24	16.12.	7.12.	Metsälehti



### Material requirements

- Material should be submitted as ready-to-print PDF files.
- \*) The top margin of material for the back cover of Metsälehti Makasiini magazine should be 20 mm.
- 85 euros will be added to the price of vacancy advertisements (online publication fee).
- Job advertisements only online (price: 220 €).
- 15% discount for media and advertising agencies.
- VAT (23 %) will be added to invoices.
- Material should be delivered by email or via Aikakausmedia Ltd.
- Cancellations should be made by the deadline of the submitted material.
- The deadline for material submitted to Metsälehti is the Tuesday a week before the date of publication.
- The deadline for material submitted to Metsälehti Makasiini is the Tuesday, two weeks before the date of publication.
- Reclamations should be made in writing within 7 days of the publication or intended publication date.

### Advertisement bookings and materials

CUPIK-MEDIA OY  
Tomi Silvonon  
Tel. +358 (0)9 278 7711  
cupik@cupik.fi

### Online advertisements

Metsäkustannus Oy  
Heta Välimäki  
Tel. +358 (0)2077 29132  
Fax +358 (0)2077 29139  
heta.valimaki@metsalehti.fi

### Inserts

Metsäkustannus Oy  
Jarmo Rautapuro  
Tel. +358 (0)2077 29133  
jarmo.rautapuro@metsalehti.fi

# Metsälehti

24 issues a year.

(incl. 8 Metsälehti Makasiini Magazines)

Circulation: 39 577 (2008), the total of readers being 199 000 (autumn 2008/spring 2009)

Metsälehti is a professional magazine directed at forest owners with articles on good forest management practices, timber sales, and people working with forests. The magazine is currently celebrating its 77th year of publication. It is published 16 times a year.

## Advertising rates

Size	b&w	2 colour	4 colour
Back cover	-	-	3 450
1/1 page	2 530	-	3 250
1/2 page	1 500	-	2 200
Other pages / column mm	1,65	-	2,50
After text / column mm	1,30	1,85	2,25

VAT (22%) will be added to invoices.

## Technical information

Size of the magazine	280 x 400 mm
Printing area	1/1 page 254 x 375 mm 1/2 page 254 x 175 mm
Column width	1 column = 48 mm 2 columns = 99 mm 3 columns = 151 mm 4 columns = 204 mm 5 columns = 254 mm
Picture resolution	minimum 200 dpi
Printing method	coldset
Printing house	Sanomapaino Oy, Savon Paino
Paper	Light-coloured newspaper 55g/m <sup>2</sup>

# Metsälehti Makasiini

Published 8 times a year.

Circulation: 41 392 (2008), the combined number of readers of Metsälehti and Metsälehti Makasiini magazines being 230 000 (autumn 2008/spring 2009)

Metsälehti Makasiini is directed at new forest owners in particular. Each issue has their individual theme. Makasiini is delivered to all subscribers of Metsälehti magazine but can also be subscribed to separately. Metsälehti Makasiini is published 8 times a year.

## Advertising rates

Size	b&w	2 colour	4 colour
Back cover	-	-	3 350
2/1 second cover	-	-	4 950
1/1 second cover	-	-	3 050
2/1 page	3 200	-	4 800
1/1 page	1 950	-	2 850
1/2 page	1 200	-	1 730
1/4 page	650	-	980
Other sizes / column mm	2,05	2,50	2,95

VAT (22%) will be added to invoices.

## Technical information

Size of the magazine	220 x 297 mm
Printing area	1/1 page 220 x 297 mm* 1/2 page landscape 187 x 132 mm 1/2 page portrait 91 x 265 mm 1/4 page 91 x 132 mm
Column width	1 column = 44 mm 2 columns = 91 mm 3 columns = 139 mm 4 columns = 187 mm
Picture resolution	54 lines/cm (280 DPI)
Printing method	offset
Printing house	Forsan kirjapaino Oy
Paper	Page: My Bryte Silk 80g/m <sup>2</sup> . Cover: G-Print 150g/m <sup>2</sup>

\*) The top margin of material that is to be printed on the back cover is 20 mm

## Publisher

Metsäkustannus Oy  
Soidinkuja 4, 00700 Helsinki  
Tel. 02077 29120  
Fax 02077 29139  
Managing director Paavo Seppänen  
www.metsalehti.fi

## Published by

Forestry Development  
Centre Tapio

## Transactions

Nordea 102530-221518  
OKO 500001-129591  
Beneficiary: Metsäkustannus Oy