

Metsälehti

Metsälehti and Metsälehti Makasiini are reliable and contemporary sources of information for forest owners. Metsälehti is a specialist magazine for forest owners and those interested in forests. The magazine contains a wide range of articles, tests and background information relating to forest ownership, timber trade, forest management and forestry in general.

Metsälehti Makasiini is published eight times per year and is distributed to all subscribers of Metsälehti. It can also be subscribed to separately and is available on newsstands for individual purchases. Metsälehti Makasiini is aimed at new, often city-dwelling, forest owners. It provides comprehensive and understandable information on various topics relating to forestry.

Media sales:

TUOMO VUORINEN

tel. + 358 050 436 9700

tuomo.vuorinen@metsalehti.fi

Metsälehti Makasiini

Our readers trust our expertise, and the content of our magazines is carefully read. The magazines reach the baby boomer demographic best, who cherish the time spent reading. Our active and substantial readership covers the whole of Finland.



Reliable sources of information for the forest owner

Total number of readers

221 000
(NRS Autumn 2021)

Average subscription time

10 years
(ADAM readership survey 2021)

Metsälehtien ja Makasiinin
parissa vietetään noin

41 mins
(NRS Autumn 2021)



The average number of people
who read the magazine in a
subscription economy is

1,9 people
(NRS Autumn 2021)

Readers of Metsälehti

65 % are men
35 % women
(NRS Autumn 2021)

Publishing schedule

No	Publication		Materials by	Magazine
1a *	21.1.		7.1.	Metsälehti
1b	28.1.			Metsäverokirja
2 / I	4.2.		18.1.	Metsälehti Makasiini: Logs from bog caches
3 *	18.2.		4.2.	Metsälehti
4	4.3.		18.2.	Metsälehti
5 / II *	18.3.		1.3.	Metsälehti Makasiini: Firewood for the woodshed
6	1.4.		18.3.	Metsälehti
7 *	13.4.		1.4.	Metsälehti
8 / III	29.4.		12.4.	Metsälehti Makasiini: Forest regeneration
9 *	13.5.		29.4.	Metsälehti
10	27.5.		13.5.	Metsälehti
11 / IV *	10.6.		24.5.	Metsälehti Makasiini: Into the woods with battery-powered chainsaws
12	24.6.		10.6.	Metsälehti
13	8.7.		23.6.	Metsälehti
14 / V *	19.8.		2.8.	Metsälehti Makasiini Tree breeding: following the first “plus tree”
15	2.9.		19.8.	Metsälehti
16 *	16.9.		2.9.	Metsälehti
17 / VI	30.9.		13.9.	Metsälehti Makasiini: Harvesting – from felling to measuring
18 *	14.10.		30.9.	Metsälehti
19	28.10.		14.10.	Metsälehti
20 / VII *	11.11.		25.10.	Metsälehti Makasiini: Protecting deadwood species
21	25.11.		11.11.	Metsälehti
22 *	9.12.		25.11.	Metsälehti
23 / VIII	23.12.		5.12.	Metsälehti Makasiini: Stories of forest ownership

* additional addressed distribution of 20 000 units

PUBLISHER TAPIO PALVELUT Ltd

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Editor-in-Chief: Eliisa Kallioniemi

WWW.METSALEHTI.FI

Metsälehti

Metsälehti is a professional magazine for forest owners, about good forest management, timber trade, and the people who work with forests.

Annual number of issues: 23 issues (incl. 8 Metsälehti Makasiini)

Total readership of Metsälehti and Metsälehti Makasiini:
221 000 (NRS Autumn 2021)

METSÄLEHTI 2022

Advertising rates

Koko	b&w	2-col.	4-col.
Front page cover			€6 350
Back page			€4 285
Double-page spread (2/1)			€6 375
Full page:	€3 030		€4 075
Half page:			€2 875
Quarter page:			€1437.50
Other sizes:	€2.15		€3,60
After text:	€1.70	€2.40	€3.00

Prices are subject to VAT.

Technical specifications and material requirements

Full page:	260 x 360 mm
Spread:	520 x 360 mm
1/2 page horizontal:	260 x 180 mm (inside margin 17 mm)
1/2 page vertical:	130 x 360 mm
1/4 page horizontal:	260 x 90 mm
1/4 page vertical:	130 x 180 mm

Width of columns	1 column = 45 mm
	2 columns = 95 mm
	3 columns = 145 mm
	4 columns = 195 mm
	5 columns = 220 mm

Image resolution	200 dpi
Printing method	Coldset rotation
Printing house	PunaMusta Oy
Paper	55 g special newsprint

Delivery of material

Please send ready-to-use pdf files to:

tuomo.vuorinen@metsalehti.fi

Deadline is two weeks before the publication date, at the latest.

Further information

- Media and advertising agency discount **-15 %**
(not applicable to recruitment advertisements)
- Job recruitment adverts €240 + VAT.
- Cancellation of advertisement by the date of the magazine's material.
- Complaints in writing within 7 days of publication of the magazine or the intended date of publication.

Media sales:

Tuomo Vuorinen

p. 050 436 9700

tuomo.vuorinen@metsalehti.fi

Payment transactions:

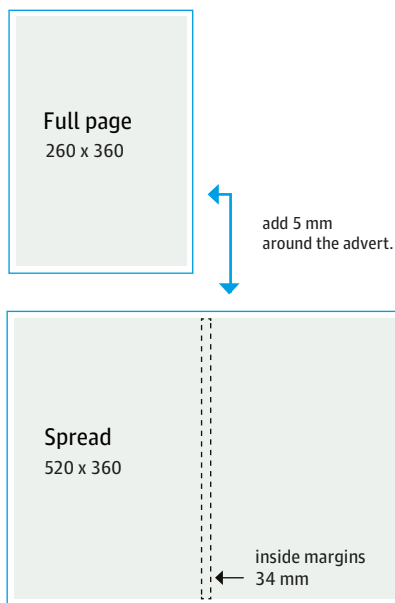
Helsingin OP

Pankki IBAN: FI82 5789 5420 0607 12

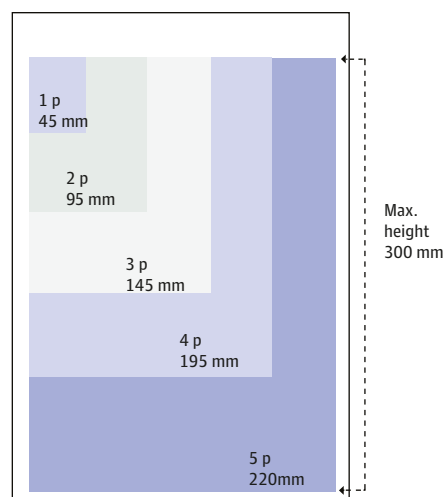
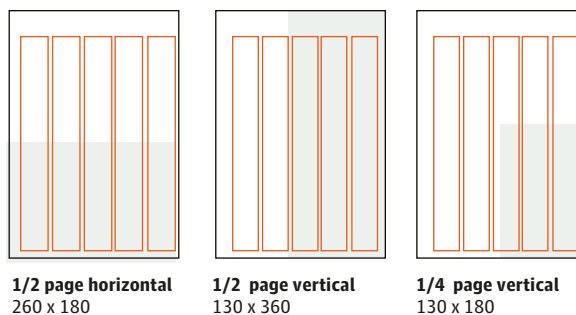
BIC/SWIFT: OKOYFIHH

Payee: Tapio Palvelut Oy

Examples



Adds inside text



Metsälehti Makasiini is a magazine primarily directed at new forest owners. Each issue has its own theme. All subscribers to Metsälehti receive Makasiini, but one can also order it separately. Issues are also sold on newsstands.

METSÄLEHTI MAKASIINI 2022

Advertising rates

Koko	mv	2-v.	4-v.
Front page cover:			€5850
Back cover:			€4285
Double-page spread (2/1), second cover:			€5950
Full page (1/1), second cover:			€3760
Double-page spread (2/1), page:	€3970		€5850
Full page:	€2455		€3655
Half page:	€1590		€2915
Quarter page:	€940		€1360
Other sizes / per mm:	€2.45	€3.0	€3.50

Prices are subject to VAT.

Technical specifications and material requirements

Sheet size	210 x 270
Width of columns	1 column = 42.75 mm 2 columns = 90.5 mm 3 columns = 138.25 mm 4 columns = 186 mm
Picture resolution	300 dpi
Printing method	Offset-rotation
Print	PunaMusta Oy
Paper	Cover: Lumi Silk 200 g + matte varnish
inside paper:	Galerie Fine Bulk 80 g and UPM PR Personal 90 g (Oma Metsä section)

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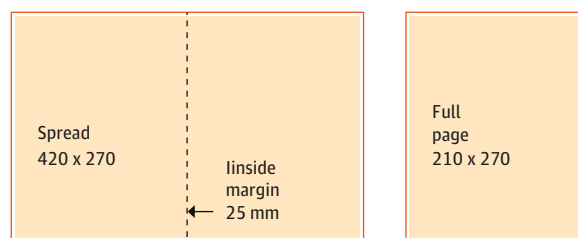
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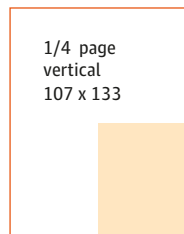
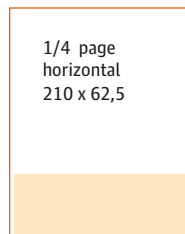
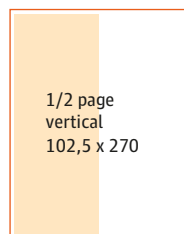
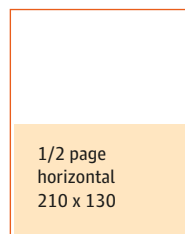
Examples



add 5 mm outside of the print area.



Notice: upper margin 30 mm



Add 5 mm to Metsälehti Makasiini's size 1/1 ja 2/1 page adds.

METSALEHTI.FI =

an average of 100 000 visitors per month

Reach forest owners and forestry professionals online.
The themes on our website are forest management,
forest ownership, timber trade, technology, hobbies and nature.
Attract the interest of a diverse group of forest owners by
utilising displays.

Banners

1. Parade 980 × 400 px: €3500 / month
2. Interstitial banner 980 x 400 px / €3000 / month
3. DMPU 300 x 600 px: €2500 / month
4. Ad box 300 × 300 px: €1600 / month
5. Skyscraper 160 x 600 px: €1600 / month

If you want your banner to be displayed on mobile as well,
please provide different materials for them as follows.

Mobile parade 300 × 300 px

Mobile interstitial banner 300 x 300 px

Mobile Ad box 300 × 300 px

Mobile DMPU 300 × 300 px

Mobile Skyscraper 300 × 300 px

- Media and advertising agency discount -15%.
- **Display adverts may be utilised for our monthly newsletter depending on the content of the newsletter.**
- **The rate for booking newsletter visibility for a parade banner for is €450 (per time)**

- Cancellation of the advertisement by the date of publication of the display
- Complaints in writing within 7 days of the publication date of the display or the intended date of visibility

Prices are subject to VAT.

Technical information and specifications

Finished material will be supplied in gif or jpg format.
We recommend the resolution to be set to 72 dpi.
Colours RGB. No sound effects are allowed.
Include the URL address to which the advertisement is to be linked.
Please send your material to: tuomo.vuorinen@metsalehti.fi

Ask more about advertorial and content solutions:

Tuomo Vuorinen

tel. +358 50 436 9700

e-post: tuomo.vuorinen@metsalehti.fi

In addition to themed articles, you can find the following on our website:

- up-to-date forest news every weekday
- forestry jobs
- latest timber prices and timber price calculator
- Metsämaa - forest property buying and selling service
- discussion forum
- videos

The screenshot shows the Metsälehti website interface. At the top, there's a navigation bar with links like 'Uutiset ja blogit', 'Lehti', 'Keskustelut', 'Lukijoiden kuvat', 'Kirjakauppa', 'Puunhinta', 'Metsämaa', and 'Metsäalan työpaikat'. The main content area features a large article titled 'OSTAMME PUUTA' with a photo of a woman in a green jacket. Below this, there's a section 'LUETUIMMAT' (What we read) with a list of articles. On the right sidebar, there's a 'KESKIA' section with a photo of a forest. At the bottom, there's a 'Kranman' section with a photo of a crane. The five numbered callouts point to specific advertising spots: 1. Parade banner at the top, 2. Interstitial banner below the main article, 3. DMPU banner on the right sidebar, 4. Ad box below the DMPU banner, and 5. Skyscraper banner at the bottom right.

Advertorial / specialist articles

Metsälehti.fi – an average of 100 000 visitors per month

One month's visibility for your advertorial on our website's front page.

What is your target?

- What should your potential new customers know about your product or services, so that they consider purchasing it?
- Choose an advertorial when you want to highlight your company's expertise in the field.
- Utilise graphs, videos or pictures; summarise your key points or features for a separate information box.
- We will attach a link to your website in the advertorial so that potential customers can better familiarise themselves with your services or products.
- Professional writing style convinces customers.

**YOU ARE
A SPECIALIST.**

*Let that convince
your customers.*

Specialist articles

As the content on our website mostly focuses on forest management, forest ownership, timber trade, (forest) technology, hobbies, and nature, we recommend that you relate your advertorial to these topics as well. The article will be highlighted as part of our news feed on the front page with a prominent placement.

- A month's visibility for your articles with a front-page prominence
- Visibility on Metsälehti.fi Advertorial subpage
- Your website's URL will be attached to the article
- You will receive a campaign report at the end of the ad contract
- Advertiser's articles will appear in Metsälehti.fi news feed on all devices.

Advertorial
visibility
1080 €/
month + vat.



Due to the Finnish legislation, we are unable to publish adverts relating to gambling, betting, casinos and casino games, or cryptocurrency on our website.