

Metsälehti

Metsälehti and Metsälehti Makasiini

Metsälehti (tabloid format) and Metsälehti Makasiini (magazine format) 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
p. 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

217 000

(National Readership Survey, NRS, Autumn 2022)

Average subscription time

10 years

(ADAM readership survey 2021)

Metsälehti and Makasiini are read for approximately

50 mins

(NRS, Autumn 2022)

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

1,9 people

(NRS, Autumn 2022)

Readers of Metsälehti

68 % are men

32 % women

(NRS, Autumn 2022)



Publishing schedule

Nro	Date of publication	Material	Paper
1a * <small>additional addressed distribution 25 000 pc.</small>	20.1.	5.1.	Metsälehti
1b	27.1.		Forest taxation booklet
2 / I	3.2.	17.1.	Metsälehti Makasiini: New products from wood
3 * <small>additional addressed distribution 25 000 pc.</small>	17.2.	3.2.	Metsälehti
4	3.3.	17.2.	Metsälehti
5 / II	17.3.	28.2.	Metsälehti Makasiini: Harvesters of the future
6 * <small>additional addressed distribution 25 000 pc.</small>	31.3.	17.3.	Metsälehti
7	14.4.	31.3.	Metsälehti
8 / III	28.4.	11.4.	Metsälehti Makasiini: Selecting a tree species
9 * <small>additional addressed distribution 25 000 pc.</small>	12.5.	28.4.	Metsälehti
10	26.5.	12.5.	Metsälehti
11 / IV	9.6.	23.5.	Metsälehti Makasiini: The origin of a sapling
12 * <small>additional addressed distribution 40 000 pc.</small>	22.6.	9.6.	Metsälehti
13	7.7.	22.6.	Metsälehti
14 / V	18.8.	1.8.	Metsälehti Makasiini: Tips for tending seedling stands
15 * <small>additional addressed distribution 40 000 pc.</small>	1.9.	18.8.	Metsälehti
16	15.9.	1.9.	Metsälehti
17 / VI	29.9.	12.9.	Metsälehti Makasiini: All about timber trade
18 * <small>additional addressed distribution 25 000 pc.</small>	13.10.	29.9.	Metsälehti
19	27.10.	13.10.	Metsälehti
20 / VII	10.11.	24.10.	Metsälehti Makasiini: Tending to a neglected stand
21 * <small>additional addressed distribution 30 000 pc.</small>	24.11.	10.11.	Metsälehti
22	8.12.	24.11.	Metsälehti
23 / VIII	22.12.	5.12.	Metsälehti Makasiini: Forest as an investment

* **additional addressed distribution****PUBLISHER TAPIO PALVELUT Ltd**

Maistraatinportti 4 A, 00240 Helsinki / tel. +358 (0)9 315 49 800

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:
217 000 (NRS Autumn 2022)

METSÄLEHTI 2023

Advertising rates

Size	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 = 40 mm
	2 columns = 85 mm
	3 columns = 130 mm
	4 columns = 175 mm
	5 columns = 220 mm

Image resolution	200 dpi
Printing method	Coldset rotation
Printing house	Sanoma Manu 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 €275 + 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

Tel: +358 (0)50 436 9700

tuomo.vuorinen@metsalehti.fi

Payment transactions:

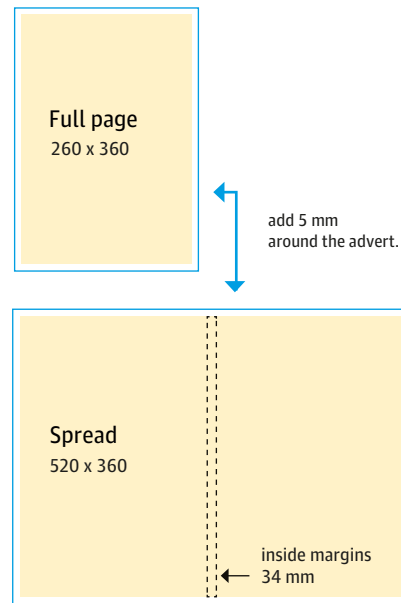
Helsingin OP

Pankki IBAN: FI82 5789 5420 0607 12

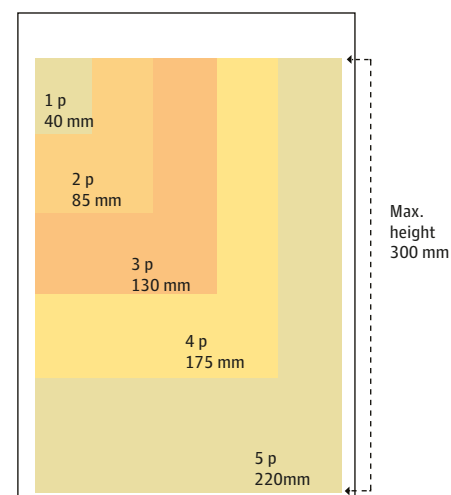
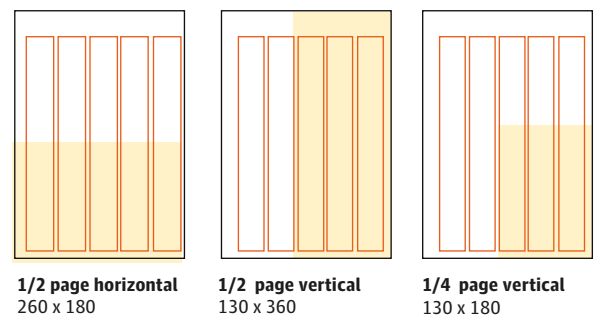
BIC/SWIFT: OKOYFIHH

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 2023

Advertising rates

Size	b&w	2-col.	4-col.
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	€3.00	€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: UPM Finesse Silk 200g Inside paper: UPM Star Matt 70g and Berga Classic Preprint 90g (Oma Metsä section)

Delivery of material

Please send ready-to-use pdf files to:
Deadline is on Tuesday two weeks before the publication date, at the latest.

Further information

- Media and advertising agency discount -15 %
(not applicable to recruitment advertisements)
- Online job recruitment adverts €275 + VAT
when booked with a recruitment ad in print
- 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.

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Payment transactions:

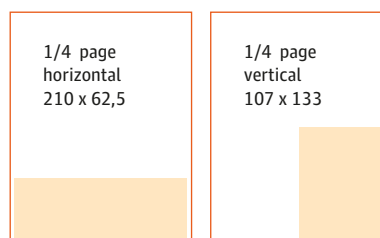
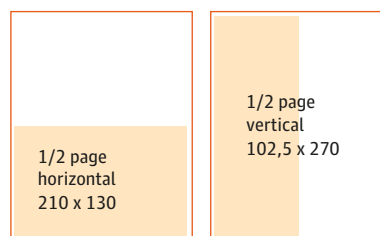
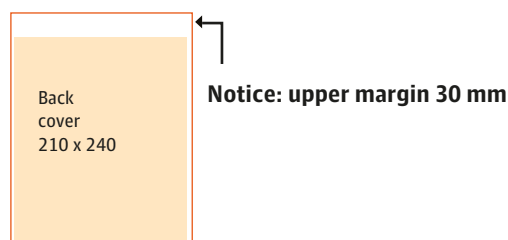
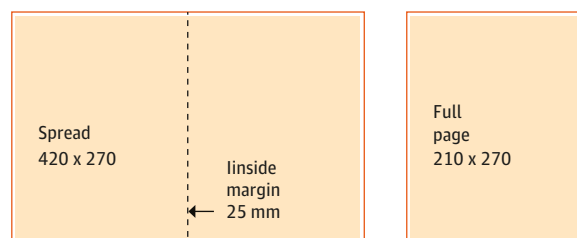
Helsingin OP Pankki
IBAN: FI82 5789 5420 0607 12
BIC/SWIFT: OKOYFIHH

Payee: Tapio Palvelut Oy

Published 8 times per year.

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

Examples



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

METSALEHTI.FI = an average of 110 000 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: €3900 / 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

DMPU 300 × 300 px

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.
- Online job recruitment adverts €625 + VAT (€275 when booked with a recruitment ad in print).
- The rate for booking newsletter visibility for a parade banner for is €450 per newsletter.
- Cancellation of the advertisement by the display's publication date
- 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 should be supplied in gif, HTML, MP4/MP5 or jpg format. We recommend the resolution to be set to 72 dpi. Colours RGB. 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:

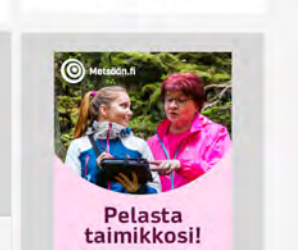
Tuomo Vuorinen

tel. +358 50 436 9700

email: tuomo.vuorinen@metsalehti.fi

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

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



Skyscraper is situated on the right side of the page

Advertorial / specialist articles

Metsälehti.fi - an average of 110 000 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 (= YouTube links) 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.

Advertorial
visibility
1135 €/
month + vat.

**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 a part of our news feed on the front page with a prominent placement

- **One 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.**

The screenshot shows the front page of Metsälehti.fi. The top section is titled 'UUTISET' (News) and contains three news items. Below the news is a 'MAINOS' (Advertisement) section featuring an advertorial for 'Puukauppapaikka Kuutiossa metsänomistaja kilpailuttaa puukaupat vaivattomasti ja luotettavasti'. The advertorial text describes the Kuutio platform as a common solution for forest owners to find buyers for their timber. A yellow callout box on the right side of the advertorial contains the text 'Koksi tapaa käydä puukauppaa Kuutiassa' and icons for 'Metsänomistaja', 'Puukauppias', and 'Käyttäjä'. Below the advertorial is the 'ARTIKKELIT' (Articles) section, which lists several articles with video thumbnails.

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