

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.**



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

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 x 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 x 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 x 300 px

Mobile interstitial banner 300 x 300 px

Mobile Ad box 300 x 300 px

DMPU 300 x 300 px

Skyscraper 300 x 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:

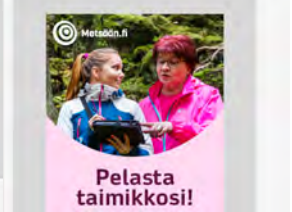
Tuomo Vuorinen

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