

METSALEHTI.FI

an average of 300 000
unique visitors per month

On average, 300 000 unique visitors visit Metsälehti.fi each month. This is an interpolated estimate based on analytics data and cookie consent information.

Engage with forest owners and forestry professionals online.

Our website covers a wide range of topics, including forest management, timber trade, forest ownership, technology, hobbies, and nature.

Capture the interest of a diverse audience of forest owners with prominent display ads.

Banners

- Parade: 980 × 400 px: €4 160 / month
- Interstitial banner 1: 980 x 400 px (scalable): €3 200 / month
- DMPU: 300 x 600 px: €2 640 / month
- Ad box: 300 × 300 px: €1 725 / month
- Skyscraper: 160 x 600 px: €1 725 / month
- Interstitial banner 2, 3, 4: 980 x 400 px (scalable): €1 500 / month / ad placement

Banner on a subpage

- Parade: 980 x 400 px: €1 500 / month / subpage (timber prices, job listings, forum)

If you want your banner to be displayed on mobile as well, please follow the specifications for mobile formats provided below:

- Mobile parade 300 × 300 px
- Mobile interstitial banner 300 x 300 px
- DMPU 300 × 300 px
- Mobile Ad box 300 × 300 px
- Skyscraper 300 × 300 px

Media and advertising agency discount: -15%

- Online job listing: €655 + VAT (or €310 + VAT when booked alongside a print job listing)
 - Banner ads can be featured in our monthly newsletter, depending on the content of the newsletter
 - Featured banner in newsletter: €750 / newsletter + VAT (Our monthly newsletter has over 11 000 subscribers with an average open rate of 47 %)
 - Advertisement cancellation: Must be made by the display's publication date
 - Complaints: Must be submitted in writing within 7 days of the publication date of the display or the scheduled publication date
- Prices are subject to VAT.

Technical information and specification

- Material should be supplied in gif, HTML, MP4/MP5 or jpg format.
 - We recommend setting the resolution to 72 dpi
 - Recommended file size is 150 KB; audio files are not preferred
 - Colours RGB
 - Provide the URL that the advertisement should link to
 - Materials retrieved from third-party external servers should be delivered as a Javascript tag containing both the ad assets and the required tracking. Separate HTML banner elements do not need to be provided.
- Please send your materials to: mediamyynti@metsalehti.fi

The screenshot shows the homepage of Metsälehti.fi with several advertising spots highlighted by blue circles and arrows:

- Parade:** A large banner at the top right featuring a woman in a blue jacket and the text "Liity jäseneksi".
- DMPU:** A large banner in the middle left showing a red tractor in a forest.
- Interstitial banner 1:** A green banner below the tractor with the text "Erikoiset sinulle, Metsälehden lukija!".
- Ad box 1:** A small box on the right side with the text "Lataa Veronmaksajien oppaat".
- Skyscraper:** A vertical ad on the right side with the text "Suurtaulu sijoittuu sivun oikeaan laitaan".
- Ad box 2:** A small box below the skyscraper with the text "Enkoiset sinulle, Metsälehden lukija!".
- Interstitial banner 2:** A banner below the tractor with the text "Elyn vesistökartoitusta kummaustuttaa – taas yksi karttatarjoitus metsänomistajien kustannuksella?".
- Interstitial banner 3:** A banner at the bottom right with the text "Suomen suosituin metsäkiinteistöjen kauppapaikka".

The website header includes navigation links like "Uutiset ja blogi", "Lehti", "Keskustelut", "Lukijoiden kuvat", "Puunhinta", "Metsäma", "Metsäalan työpaikat", and "Metsätietäjä". The footer includes "Metsälehti" logo and "PÖLJU OMAAN METSÄÄN".

Ask more about advertorial and content solutions:
Media sales: mediamyynti@metsalehti.fi

METSALEHTI.FI

An average of 300 000 unique visitors per month
One month's visibility for your advertorial on our website's front page.

Advertorials

Boost your brand with an advertorial

- What essential information should your potential customers know about your product or service to encourage them to make a purchase?
- Choose an advertorial when you want to showcase your company's expertise in the industry
- **Incorporate graphs, videos (i.e., YouTube links), or images; summarise your key points or features in a separate information box**
- We will add a link to your website in the advertorial so potential customers can learn more about your services or products
- A professional writing style helps build trust and effectively persuade customers

Content recommendations:

- A main image and 2-3 additional images to accompany the body text, depending on the advertorial's length
- A headline, lead paragraph, and subheadings
- Highlight key content, such as a concise quote or excerpt, to feature as a pull-out for added emphasis
- A video can be included if provided as a YouTube link.
- Consider adding a list, such as "Top Five Tips" or "Step-by-Step Guide"
- Include an information box within the advertorial to spotlight a product, service, or your company
 - Add a short sidebar next to the body text, featuring a comment from an employee or a satisfied customer
 - Ensure the sidebar includes a title and a brief text section beneath it

Advertorial visibility from

€1 150
per month + VAT.



What's included in your advertorial package

Since our website primarily focuses on forest management, forest ownership, timber trade, forest technology, hobbies, and nature, we recommend aligning your advertorial with these topics. The advertorial will be prominently featured on the front page as part of our news feed.

- One month of visibility with prominent front-page placement
- Visibility on the Metsälehti.fi Advertorial subpage
- Your website's URL will be linked to the article
- A campaign report will be provided at the end of the advertising period

Finnish legislation prohibits us from publishing adverts related to gambling, betting, casinos, casino games, or cryptocurrency on our website.

Advertorials will appear in **Metsälehti.fi** news feed on all devices.