

MAASEUDUN TULEVAISUUS



MEDIA INFORMATION 2017

MAASEUDUN TULEVAISUUS



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Maaseudun Tulevaisuus
P.O.Box 440
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Websites

www.maaseuduntulevaisuus.fi

Editor and publisher

Viestilehdet Oy

Editor-in-Chief

Jouni Kemppainen

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Political views

Independent

Founded

1916

Maaseudun Tulevaisuus is the largest specialist newspaper for agriculture and forestry in Finland. Also, it is the second biggest of all daily newspapers with a circulation of 75 857 (The Finnish Audit Bureau of Circulations (FABC) 2016) and a readership of 332 000 (Source: National Media Research, KMT 2016).

Maaseudun Tulevaisuus is published three times a week on Mondays, Wednesdays and Fridays reaching over 90 % of all farmers in Finland.

Metsänomistaja, Forest Owners Theme is a special issue of Maaseudun Tulevaisuus, that comes out five times a year: February 2nd, March 3rd, April 26th, September 20th and November 22th. The issue's edition is over 300 000, and it is mailed closed to all forest owners in Finland.

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Themes and special issues

DATE	THEME	PRESSING
13.1.	Cars and traffic Theme	
23.1.	Forest Owners Plus Theme	105 000
8.2.	FOREST OWNERS Theme	ca. 300 000
20.2.	Building Theme	
8.3.	FOREST OWNERS Theme	ca. 300 000
22.3.	Building Theme	
5.4.	Garden and Cultivation Theme	
5.4.	Subventions Guide Issue	85 000
26.4.	FOREST OWNERS Theme	ca. 300 000
3.5.	Grass Theme	
24.5.	MÖKKILÄINEN Issue	130 000
7.6.	Farmari, Agricultural Exhibition Issue	120 000
12.6.	Forest Owners Plus Theme	105 000
2.8.	Horse Theme	100 000
16.8.	Grain Theme	
28.8.	Forest Owners Plus Theme	105 000
1.9.	Cars and Traffic Theme	
13.9.	Building Theme	
20.9.	FOREST OWNERS Theme	ca. 300 000
4.10.	KoneAgria, Agricultural Exhibition Issue	100 000
16.10.	Forest Owners Plus Theme	105 000
22.11.	FOREST OWNERS Theme	ca. 300 000
29.11.	Building Theme	
11.12.	Forest Owners Plus Theme	105 000
22.12.	Christmas Issue	



Advertising rates

Advertising rates/per mm column

In text, black and white	3,90 €
In text, 2-colour	4,15 €
In text, 4-colour	4,55 €
Whole page, black and white	14 530 €
Whole page, 4-colour	18 420 €
Whole front page, 4-colour	21 940 €
After text, black and white	2,90 €
After text, 2-colour	3,85 €
After text, 4-colour	4,55 €

Forest Owners Theme (comes out five times a year)

In text, black and white	4,20 €
In text, 2-colour	4,40 €
In text, 4-colour	4,85 €
Whole page, 4-colour	19 670 €
Whole front page, 4-colour	27 989 €

Attachments in Forest Owners Themes are possible. For further information on advertising please contact our sales and marketing department. Value-added tax is not included!

Repeat discount

If the same advertisement is published several times at maximum intervals of 2 weeks, a 20 % discount is allowed.

Technical information

Format: broadsheet

Print method: offset

Material width

1 column	44 mm	5 columns	236 mm
2 columns	92 mm	6 columns	284 mm
3 columns	140 mm	7 columns	332 mm
4 columns	188 mm	8 columns	380 mm

The height of the column in the paper is 510 mm.

Print area 1/1 page = 8 x 510 = 4080 mm column.

Print area 2/1 page (Double page spread) = 776 mm width x 510 mm high (recommendable storage format is EPS)

Front page size is 8 x 460 mm (380 mm x 460 mm)

Minimum size for 2- and 4-colour ad is 200 mm column.

Specified position fee +15 %

maaseuduntulevaisuus.fi online

Sizes and rates

Giant Panorama

980 x 400 px / scalable / 300 x 300 px
materials max 80 kB / mobile max 40 kB
price CPM EUR 36



Panorama

980 x 120 px / scalable / 300 x 150 px
materials max 40 kB / price CPM EUR 24



Giant retangle

468 x 400 px / 468 x 400 px / 300 x 300 px
materials max 40 kB / price CPM EUR 18



Billboard

140 x 350 px / 140 x 350 px / 300 x 150 px
size max 40 kB / price CPM EUR 18
and

Skyscraper

160 x 600 px / 160 x 600 px / 300 x 300 px
size max 40 kB / price CPM EUR 24



Sales frame

Frame size 150 x 200 px / scalable
Size max 20 kB / price EUR 235/week,
including production
Shown on the front pages of maaseudun-
tulevaisuus.fi.



Special solutions*

Wallpaper i.e. a background picture of the page

Parade + background 1,920 x 1,080 px
price CPM EUR 46
Only shown in the maaseuduntulevai-
suus.fi front page in the computer view.
Repetitions restricted, i.e., 2 displays to
the same user/browser.



Sticker corner

300 x 200 px / price CPM EUR 16
*Only shown in the maaseuduntulevai-
suus.fi front page in the computer view.



Ticker

1,600 x 45 px / price CPM EUR 18
*Only shown in the maaseuduntulevai-
suus.fi front page in the computer view.



Rich Media solutions*

*Only shown in the computer view

Ask your contact person for more
information!

Instructions for materials

Banners can be delivered as image files
(png, gif and jpg) or in the HTML5 format.
Rich Media solutions must be agreed
in advance. We follow the online and
mobile advertising standards of IAB Fin-
land in our instructions.

Ready made materials should be sent by
e-mail 2 weekdays (special advertising
formats 4 weekdays) before the start of
the campaign to:

verkkoaineistot@viestilehdet.fi.

In addition, we need the URL address
which the advertisement is linked to.

The message must detail the name of
the advertiser, the campaign period,
the place of advertising (which online
service, which advertisement format)
and the link for the advertisement. The
advertisements will be made visible on
the first campaign day by 10 a.m. Vies-
tilehdet does not guarantee that the
campaign starts at the desired time if
the materials supplied do not meet the
requirements, are delivered late, contain
technical errors or questionable content.

Subject to change. **VAT will be added to
the prices.**

Further information

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Native advertising

Native advertising brings your own content inside Maaseudun Tulevaisuus in a focused and interesting media environment.

You can produce stories, images and videos to Maaseudun Tulevaisuus as a part of your company's content marketing. You will be able to present your message directly to the customers in a media where they already are present and spend time. You can provide useful information and entertainment, add in-depth knowledge, advise and inspire.

Visible and effective: The native page opens inside our online service. You can use text, images and video and add more materials every week. We recommend that you change the contents once a week in a one-month campaign. The newest content is always shown in the largest size, and previous content is linked under the latest content.

Your content will be picked up by the front page of maaseuduntulevaisuus.fi. You can also use the address to your native page as a part of your other marketing.

The price of native marketing is EUR 8,700/4 weeks.

Required materials for each individual content element

- 1-2 images (image or video)
- Title, max 100 characters
- Caption and the actual advertising text, max 3,000 characters in total
- The advertising text may include a link to an external page, which opens in a new tab.

We are happy to serve you also in matters related to content production. Production costs vary according to how the advertising is implemented.

Subject to change. VAT will be added to the prices.

Ask your contact person for more information!

