

# Suomalainen **MAASEUTU**

**Mediainformation 2018**





## Contacts and marketing

### Publisher

**Viestilehdet Oy** (trade registry n. 0111165-0)  
**Address** P.O.Box 440, 00101 Helsinki  
**E-Mail** firstname.lastname@viestilehdet.fi  
**Political views** neutral  
**Chief executive** Tero-Pekka Hämäläinen  
**Printing method** Offset

### Ylivieska office

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### E-Mail address for transfer

Print-ready material:  
**ilmoitus@suomalainenmaaseutu.fi**

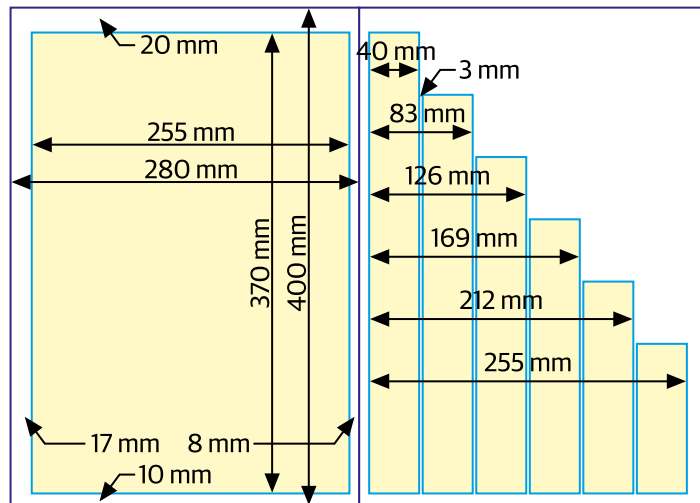
## Themes and appearance

### Distribution / Materialday / Theme

January	24.1.	15.1.	• Sarka-fair, official fair magazine • Building
February	21.2.	12.2.	• Forest • Soil improvement • Contracting
March	16.3.	7.3.	• Rysky-fair, official jubilee fair magazine • Maintenance • Transporting
April	18.4.	9.4.	• Contracting • Seeds/sowing
May	9.5.	30.4.	• Feeding • Grass
June	6.6.	28.5.	• Building • Countryside Business
July	2.7.	20.6.	• OKRA-fair • Fall sowing
August	24.8.	15.8.	• Finnmetko-fair • Tillage
September	14.9.	5.9.	• Contracting • Livestock
October	8.10.	26.9.	• KoneAgria-exhibition • Suomalainen Maaseutu 30-year jubilee
November	12.11.	31.10.	• Bio energy • Forest • Building
December	5.12.	26.11.	• Maintenance • Contracting

**Technical data**

		Width	Height
<b>Paper size</b>		280 mm	400 mm
<b>Printing-area</b>		255 mm	370 mm
<b>Front page</b>		255 mm	295 mm
<b>Back page</b>		255 mm	370 mm
<b>Text</b>	1 column	40 mm	
	2 column	83 mm	
	3 column	126 mm	
	4 column	169 mm	
	5 column	212 mm	
	6 column	255 mm	



The printing process of Suomalainen Maaseutu magazine is completely digital. Image resolution is min. on 200 dpi. Color photos in CMYK, EPS-, TIFF- or JPEG.

**Rate card**

**Basic prizes**

Front page.....	5,30 €/cmm
Back page .....	4,55 €/cmm
Inside covers .....	4,10 €/cmm
Text.....	3,98 €/cmm
Machine pages.....	2,65 €/cmm
Front page modules 83x30 mm .....	340 €/pc
Attachments and internet-ad`s.....	Ask for offer!

\*the valid VAT will be added to the prices

**Smaller ads for agristock**

Line-ad`s 1x20 mm.....	40 €
With picture 1x50 mm .....	90 €

Send the information for the advert and billing address via e-mail: paivi.jaakola@mtk.fi week before appearance of the paper. Or call +358 20 413 3125

**Material send**

**Media manufacturing and ready material**  
ilmoitus@suomalainenmaaseutu.fi

**E-Mails** (less 3 Mt attachments)  
firstname.lastname@suomalainenmaaseutu.fi

**Responsibility**

**Responsibility for errors and reclamations**

The paper abides by any damage caused by non-appearance of the advertisement. The journal's responsibility for an erroneous advertisement is restricted at most to the price of the advertisement.

The reminder of an erroneous advertisement must be given within eight (8) days from the date of publication.

# Suomalainen MAASEUTU

Tammikuu						
M	T	K	T	P	L	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

• Sarka-fair, fair magazine • Building

Huhtikuu						
M	T	K	T	P	L	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

• Contracting • Seeds/sowing

Heinäkuu						
M	T	K	T	P	L	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



OKRA 4.-7.7.  
Oripään lentokenttä

Lokakuu						
M	T	K	T	P	L	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



KoneAgria 11.-13.10  
Jyväskylä

Helmikuu						
M	T	K	T	P	L	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				



Sarka-fair 2.-3.2.  
Seinäjoki

Toukokuu						
M	T	K	T	P	L	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

• Feeding • Grass

Elokuu						
M	T	K	T	P	L	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



Finnmetko 30.8-1.9.  
Jämsä

Marraskuu						
M	T	K	T	P	L	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		



Maatalouskone-  
messut 14.-17.11.  
Helsinki

Maaliskuu						
M	T	K	T	P	L	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



Ryskypäivät 23.-24.3.  
Ylivieska

Kesäkuu						
M	T	K	T	P	L	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

• Building • Countryside Business

Syyskuu						
M	T	K	T	P	L	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

• Contracting • Livestock

Joulukuu						
M	T	K	T	P	L	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

• Maintenance • Contracting

Materials week before publication

= Suomalainen Maaseutu published

## Circulation and readers

**Readers** ..... 332 000 (KMT 2016)

Suomalainen Maaseutu comes out 11 times/year.

The journal is delivered to every subscriber to  
Maaseudun Tulevaisuus in Finland.

## Internet

[www.suomalainenmaaseutu.fi](http://www.suomalainenmaaseutu.fi)

[facebook.com/  
SuomalainenMaaseutu](https://facebook.com/SuomalainenMaaseutu)

SuomalainenMaaseutu

