

MAASEUDUN TULEVAISUUS



MEDIA INFORMATION 2018

Updated 1st March 2018

MAASEUDUN TULEVAISUUS



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 298 000 (Source: National Media Research, 2017).

Postal address

Maaseudun Tulevaisuus
P.O.Box 440
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Telephone

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Websites

www.mt.fi

Editor and publisher

Viestilehdet Oy (Company ID 0111165-0)

Editor-in-Chief

Jouni Kemppainen

Managing Director

Tero-Pekka Hämäläinen

Political views

Independent

Founded

1916

Circulation

75 857 pcs (LT 2016)

Readership

298 000 (NRS 2017)

Number of annual issues

152

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 7th, March 7th, April 25th, September 19th and November 21st. 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	EDITION
12.1.	Cars and traffic Theme	
22.1.	Forest Owners Plus Theme	105 000
7.2.	FOREST OWNERS Theme	ca. 300 000
21.2.	Building Theme	
7.3.	FOREST OWNERS Theme	ca. 300 000
21.3.	Building Theme	
28.3.	Garden and Cultivation Theme	
16.4.	Subventions Guide Issue	85 000
25.4.	FOREST OWNERS Theme	ca. 300 000
2.5.	Grass Theme	
23.5.	MÖKKILÄINEN Issue	130 000
4.6.	Forest Owners Plus Theme	105 000
27.6.	OKRA, Agricultural Exhibition Issue	120 000
25.7.	Horse Theme	100 000
15.8.	Grain Theme	
27.8.	Forest Owners Plus Theme	105 000
12.9.	Building Theme	
14.9.	Cars and Traffic Theme	
19.9.	FOREST OWNERS Theme	ca. 300 000
15.10.	Forest Owners Plus Theme	105 000
7.11.	KoneAgria, Agricultural Exhibition Issue	100 000
21.11.	FOREST OWNERS Theme	ca. 300 000
28.11.	Building Theme	
10.12.	Forest Owners Plus Theme	105 000



Advertising rates

	Black and white €	Extra colour €	4-colour €
In text	3,90 / cmm	4,15 / cmm	4,55 / cmm
Page 3 and back page	4,50 / cmm	4,75 / cmm	5,25 / cmm
Full pages and set sizes			
Front page 8 x 460 mm			21 940
Full page in text 8 x 510 mm	14 530		18 420
Tabloid size in text 5 x 365 mm	7 050		8 225
Tabloid size in Forest Owners Theme (Metsänomistajanumero) 5 x 365 mm			8 410
Spread 776 x 510 mm			32 840
Half spread 776 x 255 mm			18 740
Back page set size 8 x 255 mm			10 670
Classified advertisements			
After text	2,90 / cmm	3,85 / cmm	4,55 / cmm
After text display frame	3,20 / cmm	3,90 / cmm	
Linage ads 2-5 lines, EUR / line	8,55		
Family notices (birth, engagement, marriage) and death notices	2,80 / cmm	3,55 / cmm	4,25 / cmm
Forest Owners MahtiMarkkinat	2,90 / cmm	3,85 / cmm	4,55 / cmm
Forest Owners Theme (Metsänomistajanumero)			
(special issue's edition 300 000 pieces)			
In text	4,20 / cmm	4,40 / cmm	4,85 / cmm
Page 3 and back page	4,85 / cmm	5,05 / cmm	5,55 / cmm
Front page 8 x 460 mm			27 989
Full page			19 670
Specified positions			
Premium positions / each			
- 60 x 30 mm (front page)			355
- 92 x 30 mm (back page)			355
- 44 x 40 mm (Weather page)			355
Job vacancy, education/training and course advertising*			
Job vacancies	4,05 / cmm	4,35 / cmm	5,35 / cmm
Education/training and courses	3,25 / cmm	4,10 / cmm	4,95 / cmm
* Ads over 100 column mm are also published in the maaseuduntulevaisuus.fi online service on the day of publication up to the end of the application deadline (max 30 days) specified in the ad.			
Insert prices (print run 85,000)			
Prices EUR / each (max. size 280 x 400 mm)	Tabloid	A4	
2-page	0,37	0,32	
4-pages	0,39	0,35	
8-pages	0,40	0,36	
12-pages	0,41	0,37	
16-pages	0,43	0,38	
Gatefold / flap (180 x 525 mm)			14 840

Ask Media Sales for more information about the insert prices for Forest Owners Theme (Metsänomistaja) and other special issues. Several inserts may be placed inside the paper.

Repeat discount -20 %, repeat interval 2 weeks max. The whole series must be booked with the first ad. Agency discounts are deducted after the repeat discount.

Package discount -20 % from the Kärkimedia campaign. The repeat discount is included in package discount.

Specified position surcharge +15 %

Segmentation costs by location EUR 1,230 / insert, by subscriber EUR 1,550/insert.

Distribution issues and register sales Account Manager Sari Koskelainen, Tel. +458 20 413 2288

Payments Payee: Viestilehdet Oy

Nordea	FI2410103001007384	SWIFT/BIC:	Nordea	NDEAFIHH
OP	FI5457230220406222		OP	OKOYFIHH
Danske Bank	FI2080001600063128		Danske Bank	DABAFIHH

Material information

Material width

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

Front page ad size is 8 x 460 mm

Full page ad size is 8 x 510 mm

Back page ad: max. height 350 mm

Full spread ad size is 776 x 510 mm

Full column ad height is

- In text 490 mm
- In classified ads 510 mm

If the ad is not full column height, its maximum height is 400 mm.

Premium positions / each

- 60 x 30 mm (front page)
- 92 x 30 mm (back page)
- 44 x 40 mm (Weather page)

Minimum ad sizes

- 4-colour ads in text 200 column mm
- Additional-colour ads in text 200 cmm
- 4-colour ads after text 50 cmm
- Additional-colour ads after text 30 cmm
- Picture ads 50 cmm
- B/W ads after text 20 cmm
- Ads below 20 cmm as lineage: min. 2 lines, max. 5 lines
- Boxed ad size 20-45 cmm
- Ad size is defined to the nearest 5 mm

Advertising deadlines

Publication day	Deadline
Monday	Fri 10.00
Wednesday	Mon 16.00
Friday	Wed 16.00

Advertising material deadlines for Metsänomistaja issue

For in-text ads, the deadline for submitting material is the Thursday of the week before the publication date. The deadline for materials for after-text/classified ads is 16.00 on the Monday of the week of publication. If an ad or insert has been prepared and it is cancelled after the deadline, a charge of 50 % of the ad or insert price will be made.

Advertising bookings and materials

Tel. +358 20 413 2321

ilmoitus@maaseuduntulevaisuus.fi

Material format

PDF is the recommendable storage format for complete materials. The fonts must be included in the PDF file. A print-ready PDF must not contain colour profiles. Colour profile for images (CMYK): WAN-IFRAnewspaper26v5.icc

Please include the sender's contact details in the message.

Material address

Materials under 10 MT by e-mail:

ilmoitus@maaseuduntulevaisuus.fi

Data transfer (over 10 MT):

Owncloud material service:

A link is required for uploading advertising material and is available from Media Sales:

ilmoitus@maaseuduntulevaisuus.fi or
Tel. +358 20 413 2471

For further instructions, see:
maaseuduntulevaisuus.fi/mediamyyni

Maaseudun Tulevaisuus automated ad service

The self-service platform is an easy way of creating lineage or display ads for the paper. The service is available 24 hours a day. The advertising platform has ready-made ad templates, and payment is required immediately.

The self-service platform is at:
maaseuduntulevaisuus.fi/ilmoitus

Advertising deadlines for automated ads

Publication day	Deadline
Monday	Fri 10.00
Wednesday	Mon 10.00
Friday	Wed 10.00

Liability for errors and complaints

All approved advertisements are published in the agreed issue in accordance with the advertising order. Viestilehdet Oy reserves the right not to publish advertisement it does not wish to publish. Viestilehdet Oy is not liable for any benefits promised in advertisements. Viestilehdet Oy is not liable for possible losses to the advertiser in the event of failure to publish the advertisement due to a production or other operative reason, including strikes.

maaseuduntulevaisuus.fi online

Sizes and rates

Giant Panorama

980 x 400 px / scalable / 300 x 300 px
max 80 kB (HTML5 200 kt) /
mobile max 40 kB (HTML5 160 kB)
price CPM* EUR 36



Panoraama

980 x 120 px / scalable / 300 x 150 px
max 40 kB (HTML5 80 kB)
price CPM* EUR 24



Giant retangle

468 x 400 px / 468 x 400 px / 300 x 300 px
max 40 kB (HTML5 80 kB)
price CPM* EUR 18



Skyscraper

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



Special solutions*

Wallpaper i.e. a background picture of the page

Parade + background 1,920 x 1,080 px
max 180 kt (HTML5 100 + 200 kt)
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.



Ticker

1,600 x 45 px / price CPM EUR 18

*Only shown in the maaseuduntulevai-
suus.fi front page in the computer view.



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
Finland in our instructions. All materials
and possible monitoring pixels must be
https-compatible.

Ready made materials must 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.
Viestilehdet 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

[mediamyynti.maaseuduntulevaisuus.fi/
verkko](mailto:mediamyynti.maaseuduntulevaisuus.fi/verkko)

or

Lila Lyyra, +358 20 413 2576
lila.lyyra@viestilehdet.fi

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 2,200/1 week.

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!

Forest native advertising

- target group of forest owners with well-researched purchasing power

Forest native advertising brings your content into the online services of maaseuduntulevaisuus.fi/metsä and aarrelehti.fi, to a target group that is relevant and with well-researched purchasing power: forest owners. Hits on the native advertisement are aided through other online advertising spots.

The price of a Forest native advertisement is EUR 2,200/1 wk + VAT.
The minimum run is 2 weeks.

Forest display

Forest display advertising appears in aarrelehti.fi and maaseuduntulevaisuus.fi/metsä. If required, a Metsä display ad may be combined with any other MT section, e.g. Maatalous, Kantri etc. All specified positions are subject to a surcharge of 15%.

MT's multi-channel front page

The ad remains on the front pages of the printed and online versions of Maaseudun Tulevaisuus until the next issue is published. In the digital media, the front page is shown for 15 seconds at frequency one on all devices.

The buyer of the print edition front page has the right of first refusal at EUR 5,800. The price of the front page for the buyer of digital media only is EUR 7,500.

MT's programmatic display advertising

MT's display inventory is available in the Adform sales system. All standard advertising formats are available to the purchaser in a private auction. Further information from your contact person or verkkoaineistot@viestilehdet.fi.

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