

# MAASEUDUN TULEVAISUUS

MEDIA INFORMATION 2020



# MAASEUDUN TULEVAISUUS

Tavataan joka päivä. **MT.FI**



## Unique even as multi-channel – Growing both online and in print!

Over the years, Maaseudun Tulevaisuus has grown into one of the strongest brands in the media world. Our continuous development, bold renewal and continuously richer content have made it unique, and the only newspaper with a growing readership in both its printed and online version.

During the past year, the number of online visitors has developed rapidly, and is currently on the same level as the printed newspaper, forming a total circulation of 412 000. The printed edition of Maaseudun Tulevaisuus is by far the second-most read Finnish newspaper.

### Postal address

Maaseudun Tulevaisuus  
P.O.Box 440  
FI-00101 Helsinki

### Telephone

+358 20 413 2100

### Website

MT.FI

### E-mail addresses

firstname.lastname@mt.fi

### Editor and publisher

Viestilehdet Oy (Company ID 0111165-0)  
Editor-In-Chief Jouni Kemppainen  
Managing Director Anu Nissinen

### Political views

Independent

### Founded

1916

### Publication

Keskisuomalainen Oyj

### Number of annual issues

Maaseudun Tulevaisuus is published on Mondays, Wednesdays and Fridays. A total of 151 issues in the year 2020.

### Deviations in publication

The magazine will not be published on Wed 1/1, Mon 6/1, Fri 10/4, Mon 13/4, Fri 1/5, Fri 19/6 or on Fri 25/12. An additional number will be published on Thu 9/4.

### Circulation

70,042 pcs

### Total circulation

412,000 (NRS 2019)

Through Maaseudun Tulevaisuus, you can reach exceptionally large target groups amongst the fragmented Finnish media audiences. The MT Giant issue (500,000 copies) will appear on 30 October, MT Metsänomistaja (300,000 copies) provides you with a large group of forest owners five times per year, each owning more than five hectares of forest.

Native advertising within editorial content is experiencing strong growth online. In the ever-increasing offerings of the MT.FI website, a new feature will be a partner blog and Suomen parhaat -contents.

As you can see, the foundation is solid, and new opportunities for multi-channel visibility are surfacing all the time. Strong national brands are created and thrive in Maaseudun Tulevaisuus. Welcome on board!

### Media Sales

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### Advertisement Marketing

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Sales Assistant  
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### AdOps, support for online advertising

Digital Marketing Specialist  
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Digital Marketing Specialist  
Camilla Gustafsson, 040 759 4895



## Themes and special issues

DATE	THEME	EDITION (pcs)
Fri 11/1	Cars and traffic Theme	75 000
Wed 22/1	Tax Issue	75 000
Wed 29/1	Forest Owners Theme 1	300 000
Mon 10/2	MT Metsä 1 (Extra delivery: Central Finland)	100 000
Mon 17/2	Education Theme	75 000
Wed 26/2	Building Theme	75 000
Mon 2/3	MT Metsä 2 (Extra delivery: Southern Finland)	100 000
Wed 18/3	Forest Owners Theme 2	300 000
Mon 6/4	MT Metsä 3 (Extra delivery: Western Finland)	100 000
Wed 15/4	Subventions Guide Issue	75 000
Wed 22/4	Forage Theme	75 000
Mon 4/5	MT Metsä 4 (Extra del.: South Ostrobothnia)	100 000
Wed 20/5	Forest Owners Theme 3	300 000
Wed 27/5	Mökkiläinen issue	130 000
Mon 1/6	MT Metsä 5 (Extra delivery: Häme)	100 000
Wed 17/6	Midsummer issue	75 000
Wed 24/6	FARMARI, Agricultural Exhibition issue	110 000
Wed 1/7	Kuninkuusravit, Horse racing catalogue	100 000
Mon 6/7	MT Metsä 6 (Extra delivery: Kainuu)	100 000
Fri 31/7	Horse Theme (Kuninkuusravit)	75 000
Wed 12/8	Grain Theme	75 000
Fri 4/9	Cars and traffic Theme	100 000
Fri 4/9	Finnish food day Theme	100 000
Mon 7/9	MT Metsä 7 (Extra del.: North Karelia)	100 000
Wed 23/9	Forest Owners Theme 4	300 000
Wed 12/10	MT Metsä 8 (Extra del.: Western Finland)	100 000
Wed 21/10	Building Theme	75 000
Wed 28/10	MaatalousKonemessut, Agricultural exhibition issue	
Fri 30/10	Jätinnumero (Giant Special edition)	500 000
Mon 9/11	MT Metsä 9 (Extra del.: Northern Finland)	100 000
Wed 25/11	Forest Owners Theme 5	300 000
Mon 7/12	MT Metsä 10 Extra del.: Southern Karelia)	100 000
Wed 23/12	Christmas Special Issue	75 000

## VIIKONVAIHDE

The **Viikonvaihte** (Weekend) insert, distributed along with Friday's Maaseudun Tulevaisuus, contains various articles on the countryside and its people, food and crafting skills. It also contains the weeks' TV and radio programmes. Viikonvaihte will find its place in the hands of readers, and will be returned to until the following Viikonvaihte is published. Viikonvaihte is a great advertising media.

**Please note!** Ads for the Viikonvaihte insert must be booked on Friday the preceding week.



### The METSÄNOMISTAJA (Forest Owner) edition

The **Metsänomistaja special edition** is published five times annually. In addition to being sent to the subscribers of Maaseudun Tulevaisuus, it is sent to almost all of Finland's forest owners (with a run of approximately 300,000). The magazine covers forestry, logging, timber trade, forest nature, forest taxation etc. Metsänomistajan MahtiMarkkinat (The Forest Owner's Mighty Market) is a specialty advertisement space in the Metsänomistaja editions.

### Mökkiläinen (Cabin Lodger) insert

The **Mökkiläinen specialty tabloid** (260 x 340 mm) is published as an additional run as a supplemental addition to the 23/5 edition of Maaseudun Tulevaisuus, for forest owners in Southern Finland. The entire run of the edition is 130,000 units. Ask about Mökkiläinen's ad sizes and prices from your contact person in our media sales or our sales service.

## MT Metsä

### MT Metsä (MT Forest) insert

**MT Metsä** is published within Maaseudun Tulevaisuus 10 times annually. Together with MT's news service and online content, tabloid-sized insert MT Metsä comprises a comprehensive information source with related background information, providing a deeper scope of MT's forestry news. The approximately 32-page supplement has a 100,000 total print run. In addition to subscribers, it will be distributed to 20,000 major forest owners in various parts of Finland.



## KANTRI

**Kantri (Country)** is a monthly insert of Maaseudun Tulevaisuus, published 11 times per year with a 75,000 run. It includes content and musings from outside the urban area with a more relaxed approach.



### Kantri publication dates 2020

15/1, 12/2, 11/3, 8/4, 13/5, 17/6, 12/8, 9/9, 7/10, 11/11 and 9/12.

Please find  
Media Information  
also on the website  
[mediamynti.mt.fi](http://mediamynti.mt.fi)

## 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
1/2 page horizontal 8 x 255 mm			9,282
Spread 776 x 510 mm			32,840
Back page set size 8 x 255 mm			10,670

### Classified advertisements

After text	2.95 / cmm	3.90 / pmm	4.55 / cmm
After text display frame	3.25 / cmm	3.95 / cmm	
Linage ads 2-5 lines, EUR / line	8.55		
Family notices (birth, engagement, marriage) and death notices	2.85 / cmm	3.60 / cmm	4.25 / cmm
Forest Owners MahtiMarkkinat	2.95 / cmm	3.90 / cmm	4.55 / cmm

### Forest Owners Theme (Metsänomistajanumero) (special edition 300,000 pcs)

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 8 x 510 mm			19,670
Tabloid size in Forest Owners Theme 5 x 365 mm			8,410
1/2 page horizontal 8 x 255 mm			9,894

### 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	4.10 / cmm	4.40 / cmm	5.35 / cmm
Education/training and courses	3.30 / cmm	4.15 / cmm	4.95 / cmm

### Insert prices (print run 85,000 pcs)

Prices EUR / each (max. size 280 x 400 mm)	Tabloid	A4	
2-page	0.37	0.32	
4-page	0.39	0.35	
8-page	0.40	0.36	
12-page	0.41	0.37	
16-page	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. Subject to change. Current VAT will be added to the prices.

**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 Kärkimediat campaign. The repeat discount is included in the package discount.

**Advertising agency and media agency discount** –15 %, under 105 cmm –3 %. **Specified position surcharge** +15 %

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

**Distribution issues and register sales** Account Manager Sari Koskelainen, Tel. +358 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 cmm
- 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 linage: min. 2 lines, max. 5 lines
- Boxed ad size 20–45 pmm
- 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 the 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@mt.fi](mailto:ilmoitus@mt.fi)

## Material format

PDF is the recommendable storage format for complete materials. 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 MB by e-mail:  
[ilmoitus@mt.fi](mailto:ilmoitus@mt.fi)

Data transfer (over 10 MB):  
Owncloud material service:  
A link is required for uploading advertising material and is available from Media Sales:  
[ilmoitus@mt.fi](mailto:ilmoitus@mt.fi) or  
Tel. +358 20 413 2471

For further instructions, see:  
[mediamynti.mt.fi](https://mediamynti.mt.fi)

## Maaseudun Tulevaisuus automated ad service

The self-service platform is an easy way of creating linage 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:  
[mt.fi/ilmoitus](https://mt.fi/ilmoitus)

## Advertising deadlines for automated ads

Publication day	Deadline
Monday	Fri 10.00
Wednesday	Tue 10.00
Friday	Thu 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.

## MT.FI online

Maaseudun Tulevaisuus offers a highly appreciated media environment for a great national consumer group with buying power. The unique targeted media of MT.FI reaches even 300,000 weekly visitors. The MT.FI web service is a Finnish, high quality and safe media environment, in which your advertisements are in the right company.

### Sizes and rates

#### Giant Panorama

980 x 400 px, max 100 kB (HTML5 200 kB)  
Mobile 300 x 300 px,  
max 40 kB (HTML5 80 kB)  
Price CPM EUR 36



#### Panoraama

980 x 120 px, max 60 kB (HTML5 120 kB)  
Mobile 300 x 150 px,  
max 30 kB (HTML5 60 kB)  
Price CPM EUR 24



#### Giant Retangle

468 x 400 px, max 60 kB (HTML5 120 kB)  
Mobile 300 x 300 px,  
max 40 kB (HTML5 80 kB)  
Price CPM EUR 18



#### Skyscraper (sticky)

160 x 600 px, max 60 kB (HTML5 120 kB)  
Mobiili 300 x 300 px  
max 40 kB (HTML5 80 kB)  
Price CPM EUR 24



**CPM (Cost Per Mille) =  
cost per 1000 impressions.**

#### Sales Frame\*

150 x 200 px  
max 20 kB (jpg, png, gif)  
Price EUR 450/week, incl. production  
\* Advertising is shown only on the front page



### Special solutions

#### Half page (responsive)

620 x 891 px (scalable)  
max 150 kB (jpg, gif, png)  
Price EUR CPM



#### Wide Skyscraper

300 x 600 px, max 60 kB (HTML5 120 kB)  
Mobile 300 x 600 px,  
max 60 kB (HTML5 120 kB)  
Price EUR CPM 24



#### Wallpaper i.e. a background picture of the page

Giant panorama 980 x 400 px + background 1,920 x 1,080 px, max 250 kB  
Wallpaper 1,920 x 1,080 px, only static image (jpg, gif, png). Giant Panorama 980 x 400 px HTML5, is not possible within Wallpaper.  
Price EUR CPM 46  
Only shown in the MT.FI front page in the desktop view. Repetitions restricted, i.e., 4 displays to the same user/browser.



### Video advertising

#### Videomainonnan ohjeistus:

- Preroll video before editorial content
- Length max. 20 sec, preferably under 15 sec.
- Sold by the week at EUR 650 + VAT
- Video packages:
  - 1. A week's dominance includes all

videos published during the week on MT, Koneviesti and Aarre websites (1–3 videos per week)

- 2. The TalkKari trot show pre-roll or mid-roll (approximately 6,500 viewers per episode)
- Material (under 10 MB) must be delivered three weekdays before campaign launch:

[verkkoaineistot@viestilehdet.fi](mailto:verkkoaineistot@viestilehdet.fi)

Please do not hesitate to ask us about special solutions.

### MT.FI Native advertising

Native advertising helps you to bring your content to MT.FI, and to an appropriate and interesting media environment.

#### Required materials for each individual content element

- 1–2 images (670 x 445 px)/and a video, if desired (Youtube/Vimeo)
- 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.

Native advertising EUR 2,200 / week on MT.FI or on the whole RON network of Viestilehdet. Native advertising accessibility on PC, smartphone and tablet.

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

### RON (Run-Of-Network)

RON campaign will be run in the desired ad spot throughout the whole Viestilehdet ad network.

The ad network includes MT.FI, koneviesti.fi and aarrelehti.fi.

### Viestilehdet RON / CPM prices

Giant Panorama / CPM EUR 27  
Panorama / CPM EUR 18  
Skyscraper / CPM EUR 18  
Giant Rectangle / CPM EUR 13.50  
Native advertising EUR 2,200 / week

## Audience targeting

### Sectional targeting

- You can select one or more content sections for targeting your message to a specific audience.
- Our sectional alternatives are, among others: Food, Country, Agriculture, Forest, Economy, Horses, Wilderness, Environment, Politics, Construction and Bioenergy. Targeting fee +15%.
- Regional targeting, e.g. per region. Targeting fee +15%.
- Retargeting shows ads to visitors that have already seen the advertiser's message, clicked on their ad or visited their website. Retargeting campaigns aim to increase ad recognition and conversion rates. Retargeting fee +20%.

## MT.FI 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 at frequency one on all devices. Image file size max 200 kB (JPG, PNG, GIF). 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.FI programmatic display advertising

In programmatic advertising, Viestilehdet collaborates with Relevant Digital. Through Relevant's solution, you can make purchases on many different levels amongst the ad inventory for the Viestilehdet website from several different systems for programmatic buying – both through open auction and preferred deals.

## Suomen parhaat

MT's Suomen parhaat (Best of Finland) package is a versatile and informative content-centred annual advertisement package.

Suomen parhaat package content:

- Online advertorial
- SEO optimised article on your products or services with keyword links, product images and videos

- Company information
- Highlight on MT.FI website
- Keywords links work for a long time, and have a positive effect on the company's search engine results
- Production with existing images, video/video link and text are included in the price

Package price €2,950/12 months.

## Kumppaniblogi

The MT.FI **Kumppaniblogi** (Partner blog) site shows the three newest blog posts from each partner blog. Links to all partner blogs are shown in the right column.

Each partner blog has its own homepage that provides access to all of the individual posts of the blog in question. There is no redirection from the partner blog homepage to other blogs. From the partner blog's ad (Skyscraper [sticky] or giant rectangle), traffic will be redirected to the client's partner blog (100,000 views).

Individual blog posts can be shared and printed, and have navigation options to previous and next blog posts. Commenting is disabled on partner blog posts.

Partner blog price EUR 1,950 /1 week.

## Instructions for materials

Online advertisements can be delivered as image files (png, gif and jpg) or in the HTML5 format (not possible in all advertisement format). We follow the online and mobile advertising standards of IAB Finland in our instructions. All materials and possible monitoring pixels must be https-compatible.

Banners. Rich Media solutions must be agreed in advance. Ready made materials must be sent by e-mail 3 weekdays (special advertising formats 5 weekdays) before the start of the campaign to:

[verkkoaineistot@viestilehdet.fi](mailto:verkkoaineistot@viestilehdet.fi).

The message must detail the name of the advertiser, the campaign period, the place of advertising (which online service, which advertisement format) and the URL 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.

Further information Media Sales or AdOps team.

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

View of Suomen Parhaat (Best of Finland) ad visibility on MT.FI

