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.

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
- **Marketing Director**
  - Olli Kantola, Tel. +358 400 450 630
- **Sales Group Manager**
  - Hannu Toivonen, Tel. +358 400 120 571
- **Sales Manager**
  - Anna-Liisa Vehkaoja, Tel. +358 40 729 1335
- **Sales Manager**
  - Pirjo Haapanen, 040 7430 556
- **Sales Manager**
  - Sinikka Haverinen, Tel. +358 50 330 4677

### Advertisement Marketing
- **Sales Service Manager**
  - Anita Lehtovuo-Uusvaara, Tel. +358 20 413 2337
- **Sales Assistant**
  - Tarja Lindh, Tel. +358 20 413 2459
- **Sales Assistant**
  - Roosa Rantanen, Tel. +358 20 413 2459
- **Sales Assistant**
  - Mia Salo, Tel. +358 20 413 2442

### AdOps, support for online advertising
- **Digital Marketing Specialist**
  - Lila Lyyra, Tel. +358 20 413 2576
- **Digital Marketing Specialist**
  - Camilla Gustafsson, 040 759 4895
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.

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 mediamyynti.mt.fi
Advertising rates

<table>
<thead>
<tr>
<th>In text</th>
<th>Black and white €</th>
<th>Extra colour €</th>
<th>4-colour €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full pages and set sizes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Front page 8 x 460 mm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page in text 8 x 510 mm</td>
<td>14,530</td>
<td>18,420</td>
<td></td>
</tr>
<tr>
<td>Tabloid size in text 5 x 365 mm</td>
<td>7,050</td>
<td>8,225</td>
<td></td>
</tr>
<tr>
<td>1/2 page horizontal 8 x 255 mm</td>
<td></td>
<td>9,282</td>
<td></td>
</tr>
<tr>
<td>Spread 776 x 510 mm</td>
<td></td>
<td>32,840</td>
<td></td>
</tr>
<tr>
<td>Back page set size 8 x 255 mm</td>
<td></td>
<td>10,670</td>
<td></td>
</tr>
<tr>
<td>Classified advertisements</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>After text</td>
<td>2.95 / cmm</td>
<td>3.90 / pmm</td>
<td>4.55 / cmm</td>
</tr>
<tr>
<td>After text display frame</td>
<td>3.25 / cmm</td>
<td>3.95 / cmm</td>
<td></td>
</tr>
<tr>
<td>Linage ads 2–5 lines, EUR / line</td>
<td>8.55</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family notices (birth, engagement, marriage) and death notices</td>
<td>2.85 / cmm</td>
<td>3.60 / cmm</td>
<td>4.25 / cmm</td>
</tr>
<tr>
<td>Forest Owners MahtiMarkkinat</td>
<td>2.95 / cmm</td>
<td>3.90 / cmm</td>
<td>4.55 / cmm</td>
</tr>
<tr>
<td>Forest Owners Theme (Metsänomistajanumero) (special edition 300,000 pcs)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In text</td>
<td></td>
<td></td>
<td></td>
</tr>
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<td></td>
<td></td>
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</tr>
<tr>
<td>Back page set size 8 x 255 mm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Specified positions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Premium positions / each</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- 60 x 30 mm (front page)</td>
<td>0.37</td>
<td>0.32</td>
<td></td>
</tr>
<tr>
<td>- 92 x 30 mm (back page)</td>
<td>0.39</td>
<td>0.35</td>
<td></td>
</tr>
<tr>
<td>- 44 x 40 mm (Weather page)</td>
<td>0.40</td>
<td>0.36</td>
<td></td>
</tr>
<tr>
<td>Job vacancy, education/training and course advertising*</td>
<td>4.10 / cmm</td>
<td>4.40 / cmm</td>
<td>5.35 / cmm</td>
</tr>
<tr>
<td>Education/training and courses</td>
<td>3.30 / cmm</td>
<td>4.15 / cmm</td>
<td>4.95 / cmm</td>
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</tbody>
</table>

Insert prices (print run 85,000 pcs)

<table>
<thead>
<tr>
<th>Prices EUR / each (max. size 280 x 400 mm)</th>
<th>Tabloid</th>
<th>A4</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page</td>
<td>0.37</td>
<td>0.32</td>
</tr>
<tr>
<td>4-page</td>
<td>0.39</td>
<td>0.35</td>
</tr>
<tr>
<td>8-page</td>
<td>0.40</td>
<td>0.36</td>
</tr>
<tr>
<td>12-page</td>
<td>0.41</td>
<td>0.37</td>
</tr>
<tr>
<td>16-page</td>
<td>0.43</td>
<td>0.38</td>
</tr>
<tr>
<td>Gatefold / flap (180 x 525 mm)</td>
<td></td>
<td>14,840</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Nordea</th>
<th>FI2410103000107384</th>
<th>SWIFT/BIC:</th>
<th>Nordea</th>
<th>NDEAFIH</th>
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</thead>
<tbody>
<tr>
<td>OP</td>
<td>FI5457230220406222</td>
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<td>OP</td>
<td>OKOYFIH</td>
</tr>
<tr>
<td>Danske Bank</td>
<td>FI2080001600063128</td>
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<td>Danske Bank</td>
<td>DABAFIH</td>
</tr>
</tbody>
</table>

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<td>Danske Bank</td>
<td>DABAFIH</td>
</tr>
</tbody>
</table>
Material information

Material width

<table>
<thead>
<tr>
<th>Columns</th>
<th>Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 column</td>
<td>44 mm</td>
</tr>
<tr>
<td>2 columns</td>
<td>92 mm</td>
</tr>
<tr>
<td>3 columns</td>
<td>140 mm</td>
</tr>
<tr>
<td>4 columns</td>
<td>188 mm</td>
</tr>
<tr>
<td>5 columns</td>
<td>236 mm</td>
</tr>
<tr>
<td>6 columns</td>
<td>284 mm</td>
</tr>
<tr>
<td>7 columns</td>
<td>332 mm</td>
</tr>
<tr>
<td>8 columns</td>
<td>380 mm</td>
</tr>
</tbody>
</table>

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 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

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

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 or
Tel. +358 20 413 2471

For further instructions, see:
mediamyynti.mt.fi

Advertising deadlines for automated ads

<table>
<thead>
<tr>
<th>Publication day</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Fri 10.00</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Tue 10.00</td>
</tr>
<tr>
<td>Friday</td>
<td>Thu 10.00</td>
</tr>
</tbody>
</table>

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.

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
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

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

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

Panorama
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)
Mobileii 300 x 300 px,
max 40 kB (HTML5 80 kB)
Price CPM EUR 24

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 CPM EUR 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

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 acces-
sibility 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

CPM (Cost Per Mille) =
cost per 1000 impressions.
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: verkkooaineistot@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.