

# METSALEHTI.FI

an average of 300 000  
unique visitors per month

On average, 300 000 unique visitors visit Metsälehti.fi each month. This is an interpolated estimate based on analytics data and cookie consent information.

Engage with forest owners and forestry professionals online. Our website covers a wide range of topics, including forest management, timber trade, forest ownership, technology, hobbies, and nature. Capture the interest of a diverse audience of forest owners with prominent display ads.

## Banners

- Parade: 980 × 400 px: €4 160 / month
- Interstitial banner 1: 980 x 400 px (scalable): €3 200 / month
- DMPU: 300 x 600 px: €2 640 / month
- Ad box: 300 × 300 px: €1 725 / month
- Skyscraper: 160 x 600 px: €1 725 / month
- Interstitial banner 2, 3, 4: 980 x 400 px (scalable): €1 500 / month / ad placement

## Banner on a subpage

- Parade: 980 x 400 px: €1 500 / month / subpage (timber prices, job listings, forum)

If you want your banner to be displayed on mobile as well, please follow the specifications for mobile formats provided below:

- Mobile parade 300 × 300 px
- Mobile interstitial banner 300 x 300 px
- DMPU 300 × 300 px
- Mobile Ad box 300 × 300 px
- Skyscraper 300 × 300 px

## Media and advertising agency discount: -15%

- Online job listing: €655 + VAT (or €310 + VAT when booked alongside a print job listing)
  - Banner ads can be featured in our monthly newsletter, depending on the content of the newsletter
  - Featured banner in newsletter: €750 / newsletter + VAT (Our monthly newsletter has over 11 000 subscribers with an average open rate of 47 %)
  - Advertisement cancellation: Must be made by the display's publication date
  - Complaints: Must be submitted in writing within 7 days of the publication date of the display or the scheduled publication date
- Prices are subject to VAT.

## Technical information and specification

- Material should be supplied in gif, HTML, MP4/MP5 or jpg format.
  - We recommend setting the resolution to 72 dpi
  - Recommended file size is 150 KB; audio files are not preferred
  - Colours RGB
  - Provide the URL that the advertisement should link to
  - Materials retrieved from third-party external servers should be delivered as a Javascript tag containing both the ad assets and the required tracking. Separate HTML banner elements do not need to be provided.
- Please send your materials to: [tuomo.vuorinen@metsalehti.fi](mailto:tuomo.vuorinen@metsalehti.fi)

The screenshot shows the homepage of Metsälehti.fi. The main navigation bar includes 'Tilaa nyt', 'Aikakapseli', 'Mediamyymälä', 'Yhteystiedot', 'Tietosuojaseloste', and 'METSÄKALUPPA'. The main content area features a large 'Liity jäseneksi' (Join as a member) banner with a woman in a blue jacket. Below it is a 'Parade' banner for 'Liity jäseneksi'. A 'DMPU' banner for 'Juurikäävän torjuntavirusta saadaan vielä odottaa, "paljon työtä" yhä jäljellä' is also visible. An 'Interstitial banner 1.' is shown for 'Erikoiset sinulle, Metsälehtien lukija!'. An 'Ad box 1.' is for 'Lataa Veronmaksajien oppaat'. A 'Skyscraper' is for 'Suurtaulu sijoittuu sivun oikeaan laitaan'. An 'Interstitial banner 2.' is for 'EKO 100 Voiteluvoimaa luonnosta'. An 'Ad box 2.' is for 'Erikoiset sinulle, Metsälehtien lukija!'. An 'Interstitial banner 3.' is for 'Suomen suosittu metsäkiinteistöjen kauppapaikka'. Other visible elements include 'LUETUIMMAT', 'Puskulevykampanja', 'Du takuu - Tiesiisäyrittäjien laikka', 'TILAALLE', 'UUTUSET', 'ARTIKKELIT', 'Metsäalan työpaikat', and 'KUMEXO'.

Ask more about advertorial and content solutions:

Tuomo Vuorinen tel. +358 50 436 9700 / [tuomo.vuorinen@metsalehti.fi](mailto:tuomo.vuorinen@metsalehti.fi)

# METSALEHTI.FI

An average of 300 000 unique visitors per month  
One month's visibility for your advertorial on our website's front page.

## Advertorials

### Boost your brand with an advertorial

- What essential information should your potential customers know about your product or service to encourage them to make a purchase?
- Choose an advertorial when you want to showcase your company's expertise in the industry
- **Incorporate graphs, videos (i.e., YouTube links), or images; summarise your key points or features in a separate information box**
- We will add a link to your website in the advertorial so potential customers can learn more about your services or products
- A professional writing style helps build trust and effectively persuade customers

### Content recommendations:

- A main image and 2-3 additional images to accompany the body text, depending on the advertorial's length
- A headline, lead paragraph, and subheadings
- Highlight key content, such as a concise quote or excerpt, to feature as a pull-out for added emphasis
- A video can be included if provided as a YouTube link.
- Consider adding a list, such as "Top Five Tips" or "Step-by-Step Guide"
- Include an information box within the advertorial to spotlight a product, service, or your company
  - Add a short sidebar next to the body text, featuring a comment from an employee or a satisfied customer
  - Ensure the sidebar includes a title and a brief text section beneath it

sähköposti

Tilaa uutiskirje

Tilaa lehti

Asiakaspalvelu

Mediamyynnit

Yhteistyötiedot

Tietosuojaseloste

# Metsälehti

POLKU OMAAN METSÄÄN

Uutiset ja blogit

Lehti

Keskustelut

Lukijoiden kuvat

Puuhinta

Metsämaa

Metsäal

Etusivu

Uutiset ja blogit

Kaipaako huolettomampaa metsän omistamista? LähiTapiola Yhteismetsässä metsäsi on ammattilaisten käsissä

MAINOS

Kumppanina LähiTapiola

Julkaisu 9.11.2024 7:00

Muokattu 8.11.2024 12:41

## Kaipaako huolettomampaa metsän omistamista? LähiTapiola Yhteismetsässä metsäsi on ammattilaisten käsissä

LähiTapiola Yhteismetsä yhdistää omistamisen helppouden, vastuullisen metsänhoidon ja pitkäjänteisen sijoittamisen.

Korkeatasoinen LähiTapiola

Jaa artikkelia

Metsänhoito ja puukauppa hoituvat asiantuntijoiden toimesta. Joten voit keskittyä nauttimaan tasaisesta vuosittaisesta tulovirrasta. Vuonna 2023 LähiTapiola Yhteismetsän kokonais tuotto oli 8,4 prosenttia.

LähiTapiola-ryhmän yhtiöt ovat liittäneet myös omia metsiään yhteismetsään, joten sitoutuminen pitkäjänteiseen ja vastuulliseen sijoittamiseen ei ole pelkkää

### What's included in your advertorial package

Since our website primarily focuses on forest management, forest ownership, timber trade, forest technology, hobbies, and nature, we recommend aligning your advertorial with these topics. The advertorial will be prominently featured on the front page as part of our news feed.

- One month of visibility with prominent front-page placement
- Visibility on the Metsälehti.fi Advertorial subpage
- Your website's URL will be linked to the article
- A campaign report will be provided at the end of the advertising period

**Finnish legislation prohibits us from publishing adverts related to gambling, betting, casinos, casino games, or cryptocurrency on our website.**

Advertorials will appear in **Metsälehti.fi** news feed on all devices.