

Metsälehti

Metsälehti Makasiini

Both **Metsälehti** (tabloid format) and **Metsälehti Makasiini** (magazine format) are well-respected sources of information for forest owners, professionals and enthusiasts, offering in-depth, up-to-date articles on forestry topics.

Metsälehti serves as a specialised publication for forest owners and professionals, covering everything from timber trade to forest management, with expert insights and reports.

Published eight times a year, **Metsälehti Makasiini** is distributed to all **Metsälehti** subscribers and is also available for independent subscription or at newsstands. Targeting newer forest owners, often living in cities, it provides clear and relevant content on forestry topics.

Our readers value our expertise, and our magazines are read with great attention. We have a loyal and engaged readership, primarily reaching the baby boomer demographic. **Metsälehti** and **Metsälehti Makasiini** have a strong and widespread circulation across Finland.

Media sales:

Tuomo Vuorinen

Tel. +358 50 436 9700

tuomo.vuorinen@metsalehti.fi



Total audience reach

216 500

Metsälehti & Metsälehti Makasiini

(National Readership Survey, NRS, Autumn 2024)

Estimated average reading duration

50 min

(NRS Autumn 2024)

Reliable sources of information for forest owners

Average subscription time

10 years

(ADAM readership survey)

Average readership per subscription

1.9 people

(NRS Autumn 2024)

Readers of Metsälehti

70 % are men

30 % women

(NRS Autumn 2024)

Metsälehti ^{Metsälehti} Makasiini

Publishing schedule: Publication and material dates 2025

No.	Publication	Materials by	Magazine
1a * <small>additional addressed distribution of 20 000 units</small>	17/01	03/01	Metsälehti
1b	24/01		Forest taxation booklet
2 / I	31/01	14/01	Metsälehti Makasiini: Growing premium timber
3 * <small>additional addressed distribution of 20 000 units</small>	14/02	31/01	Metsälehti
4	28/02	14/02	Metsälehti
5 / II	14/03	25/02	Metsälehti Makasiini: Cutting firewood with an electric chainsaw
6 * <small>additional addressed distribution of 20 000 units</small>	28/03	14/03	Metsälehti
7	11/04	28/03	Metsälehti
8 / III	25/04	08/04	Metsälehti Makasiini: How to excel in the specialty timber market
9 * <small>additional addressed distribution of 20 000 units</small>	09/05	25/04	Metsälehti
10	23/05	09/05	Metsälehti
11 / IV	06/06	20/05	Metsälehti Makasiini: Expert tips for planting
12 * <small>additional addressed distribution of 30 000 units</small>	19/06	06/06	Metsälehti
13	04/07	19/06	Metsälehti
14 / V	15/08	29/07	Metsälehti Makasiini: Drones as a tool for forest owners
15 * <small>additional addressed distribution of 20 000 units</small>	29/08	15/08	Metsälehti
16	12/09	30/08	Metsälehti
17 / VI	26/09	09/09	Metsälehti Makasiini: Forest as a gym
18 * <small>additional addressed distribution of 20 000 units</small>	10/10	26/09	Metsälehti
19	24/10	10/10	Metsälehti
20 / VII	07/11	21/10	Metsälehti Makasiini: From log cabins to log apartment buildings
21 * <small>additional addressed distribution of 25 000 units</small>	21/11	07/11	Metsälehti
22	05/12	21/11	Metsälehti
23 / VIII	19/12	02/12	Metsälehti Makasiini: Forest inventory then and now

PUBLISHER TAPIO PALVELUT Ltd

Maistraatinportti 4 A, FI-00240 Helsinki / tel. +358 (0)9 315 49 800

WWW.METSALEHTI.FI

Metsälehti is a professional magazine for forest owners, featuring articles on best practices in forest management, timber trade, and the people who work with forests.

Annual number of issues: 23 issues (incl. 8 Metsälehti Makasiini issues)

Total audience reach of Metsälehti and Metsälehti Makasiini:

216 500 (NRS Autumn 2024)

Metsälehti

Advertising rates

Size	b&w	2-colour	4-colour
Front and back cover combined			€7 900
Back cover			€4 565
Double-page spread (2/1)			€6 795
Full page	€3 075		€4 345
Half page			€3 065
Quarter page			€1 530
Other sizes / per mm	€2.20		€3.85
After text / per mm	€1.70	€2.45	€3.20

*2 separate pdf materials named "front cover" / "back cover" with 5 mm bleed

Prices are subject to VAT.

Technical specifications and material requirements

Full page:	260 x 360 mm + 5 mm margin
Spread:	520 x 360 mm
1/2 page horizontal:	260 x 180 mm (inner margin 17 mm)
1/2 page vertical:	130 x 360 mm
1/4 page horizontal:	260 x 90 mm
1/4 page vertical:	130 x 180 mm

Width of columns	1 column = 40 mm
	2 columns = 85 mm
	3 columns = 130 mm
	4 columns = 175 mm
	5 columns = 220 mm

Image resolution 220 dpi

Printing method Coldset rotation

Printing house PunaMusta Oy

Paper UPM Brite 55 g, brightness 80

Material submission

Please send finalised PDF files to: tuomo.vuorinen@metsalehti.fi
The deadline for submission is two weeks prior to the publication date.

Further information

- Media and advertising agency discount: -15 % (excludes job listings)
- Online job listings: €310 + VAT when booked alongside a print job listing.
- Advertisement cancellation: Must be made by the material delivery deadline of the magazine issue.
- Complaints: Must be submitted in writing within 7 days of the magazine issue's publication or the scheduled publication date

Media sales:

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Tel. +358 50 436 9700

tuomo.vuorinen@metsalehti.fi

Payment transactions:

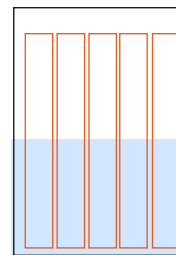
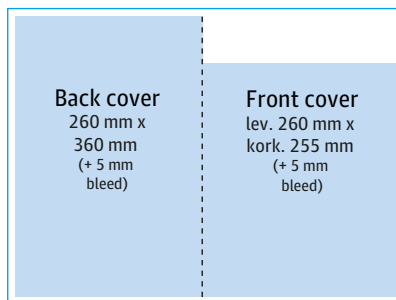
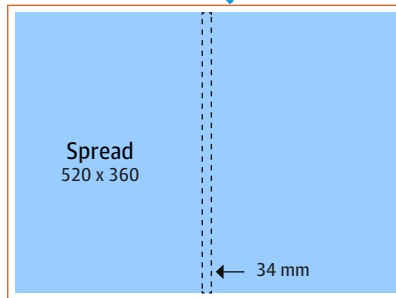
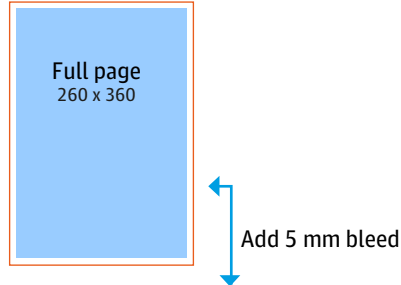
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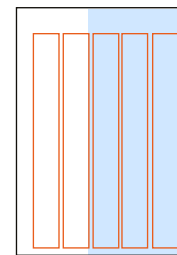
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Payee: Tapio Palvelut Oy

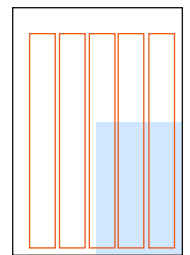
Samples



1/2 page horizontal:
260 x 180

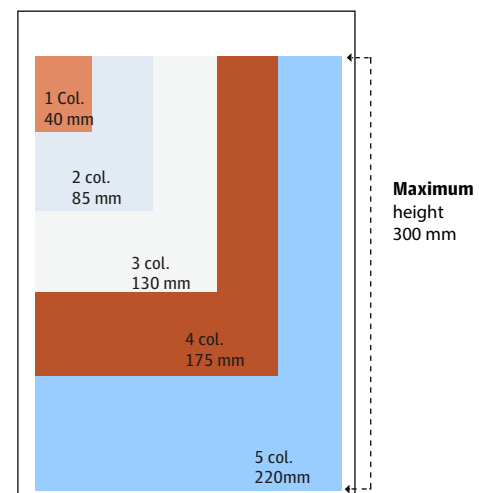


1/2 page vertical:
130 x 360



1/4 page vertical:
130 x 180

Inside text



Metsälehti Makasiini is a magazine primarily targeting new forest owners, with each issue dedicated to a specific theme.

It is delivered to all Metsälehti subscribers, but can also be ordered independently. Individual issues are available on newsstands as well.

Published 8 times per year. Total audience reach of Metsälehti and Metsälehti Makasiini: 216 500 (NRS Autumn 2024)

METSÄLEHTI MAKASIINI 2025

Advertising rates

Size	b&w	2-colour	4-colour
Front and back cover combined			7 900 €
Back cover			4 565 €
2/1 Double-page spread (2/1), second cover			6 345 €
Full page (1/1), second cover			4 010 €
Double-page spread (2/1), page	4 030 €		6 230 €
Full page	2 490 €		3 895 €
Half page	1 615 €		3 105 €
Quarter page	955 €		1450 €
Other sizes / per mm	2,50 €	3,05 €	3,70 €

Prices are subject to VAT.

Technical specifications and material requirements

Sheet size 210 x 270

Width of columns
 1 column = 42.75 mm
 2 columns = 90.5 mm
 3 columns = 138.25 mm
 4 columns = 186 mm

Image resolution 300 dpi
 Printing method Offset rotation
 Place of printing PunaMusta Oy

Paper:
 cover: UPM Finesse Silk 200g
 inside: UPM Star Matt 70g and BergaClassic Preprint 90g (Oma Metsä section)

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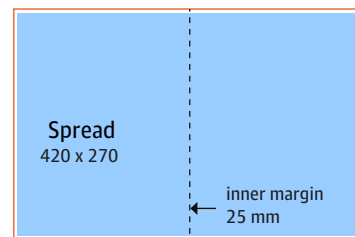
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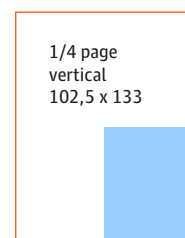
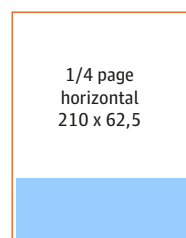
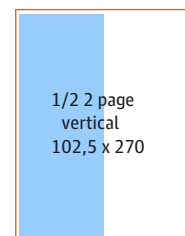
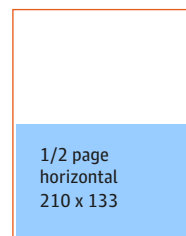
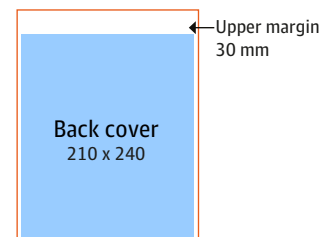
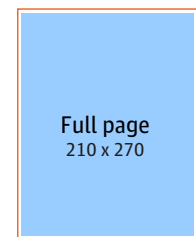
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Samples



Add 5 mm bleed



Add 5 mm bleed

METSÄLEHTI.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



Ask more about advertorial and content solutions:
Tuomo Vuorinen tel. +358 50 436 9700 / 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

Advertorial visibility from

€1 150
per month + VAT.

The screenshot shows a webpage layout for an advertorial. At the top, there's a navigation bar with 'Metsälehti' and 'POLKU OMAAN METSÄÄN'. Below that, a main headline reads 'Kaipaako huolettomampaa metsän omistamista? LähiTapiola Yhteismetsässä metsäsi on ammattilaisten käsissä'. A sub-headline says 'LähiTapiola Yhteismetsä yhdistää omistamisen helppouden, vastuullisen metsänhoidon ja pitkäjänteisen sijoittamisen.' Below the text is a large photograph of a family (a man, a woman, and two children) in a forest. At the bottom of the image, there's a small text box with the company logo and a brief description of the service.

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.