

Aarre

LEHTI METSÄSTÄ



Aarre is a forest and nature benefit information and lifestyle magazine.

In Aarre, there is valuable information about forestry and interesting stories featuring people who harness the resources of the forest.

Mediabook 2024

Aarre dates and Themes 2024

January	February	March	April	May	June
29.1.	26.2.	25.3.	29.4.	27.5.	
1	2	3	4	5	
Material 10.1. This is how you fill out the forest tax return. Testing coffee thermoses. Estate forests. Wonders of the local nature."	Material 7.2. Experimenting with the procurement harvester chain-saw. First thinning. Forest owner's vehicles. Cross-country skiing hike in Lapland.	Material 6.3. Splitting firewood with log splitters. Diverse forest management. Improving your backyard. Forest investment.	Material 10.4. Testing a powerful clearing saw. Forest regeneration. Spring in the garden. Birdwatching as a hobby.	Material 7.5. Professional planting tips. Nature management in commercial forests. Hiker's first aid skills. Forest	

Finland's Most Popular Forest Magazine

AARRE is a unique magazine for those interested in forests, forestry, and nature. In addition to forests and nature, Aarre covers topics related to well-being, roots, food, housing, and personal finance. For forest owners, Aarre is a tax-deductible professional magazine.

Aarre combines practical information with lifestyle content. Our readers appreciate the magazine's versatility, readability of articles, and the relevance of topics (see Aarre subscriber survey, September 2022, IROResearch).

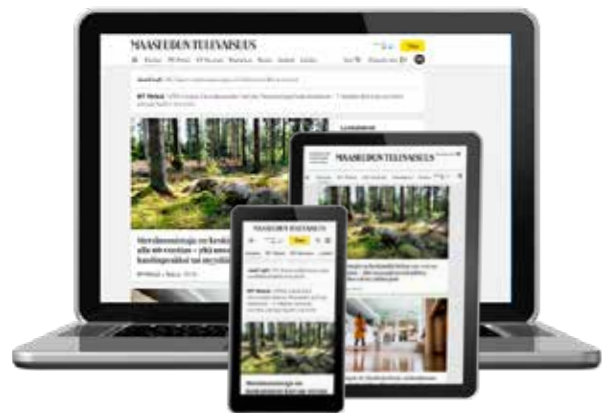
Published eleven times a year, Aarre provides a unique blend of factual information and exper-

iences for forest owners, nature enthusiasts, and forestry professionals.

Aarre has a readership of 128,000 (KMT 2023) and a total reach, including online, of 149,000 (KMT 2023). The readers of the magazine are affluent, quality-conscious, and brand-loyal.

Aarre magazine's online content is now available at MT.FI/metsa. The website's forest-related content attracts over 200,000 different visitors weekly (GA4 2023). For information about online advertising opportunities, please contact your representative!

MORE INFORMATION
aarrelehti.fi/mediamyynti/



MT.FI/metsa

MT.FI is Finland's leading news website dedicated to agriculture and forestry. It also provides up-to-date information on agricultural and forestry machinery, forest industry, hunting, and food.

- Consistently growing visitor numbers, currently over 420,000 per week (GA4 2023).
- MT.FI/metsa attracts over 200,000 different visitors weekly (GA4 2023) and is a cost-effective way to reach Finnish forest ow-

90%
owns forest

88%
lives in
owner-occupied
housing

Among
readers
95%
have at least one car

Nine
out of ten
subscribers to Aarre
own forests, and three
out of four of them work
in the woods.

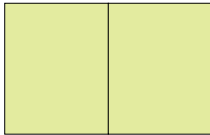


Aarre dates and Themes 2024

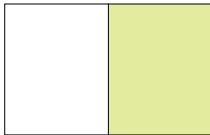
July	August	September	October	November	December
1.7.	26.8.	23.9.	21.10.	18.11.	16.12.
6	7	8	9	10	11
Material 11.6. Turvallisesti metsätöihin. Saarihakkuu. Hirsirakentaminen. Kesäiloja Suomen luonnossa.	Material 7.8. Testing New Battery Chainsaws. Best Value for Wood. Autumn Trip to the North. Delicacies from the Forest.	Material 4.9. Chainsaws. Cultivating Special Trees. Hunter's Autumn. Forest Money Yield.	Material 2.10. Metal Detecting in Forest Use. Restoration. Energy from the Forest. Forest Hobbies.	Material 30.10. ATVs. Care of Finnish Marshes. New Uses for Forest Land. Forest Delicacies for the Feast.	Material 26.11. To Help with Wood Cutting. Atmospheric Forest Christmas. Christmas Gift Tips. Forest History.

Ad sizes and prices

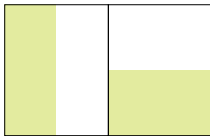
2/1 Spread 5 580 €
460 x 290 mm
(+ 5 mm cutting allowances)



1/1 whole page 3 630 €
2. ja 3. cover 3 990 €
230 x 290 mm
(+ 5 mm cutting allowances)



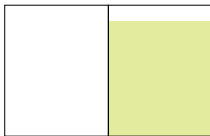
1/2 page 1 890 €
111 x 290 mm (vertical)
230 x 142 mm (horizontal)
(+ 5 mm cutting allowances)



1/4 page 970 €
111 x 142 mm (corner)
230 x 74 mm (horizontal)
60 x 290 mm (vertical)
(+ 5 mm cutting allowances)

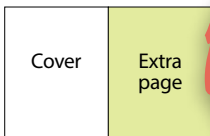


Back cover 4 150 €
230 x 260 mm
(+ 5 mm cutting allowances)

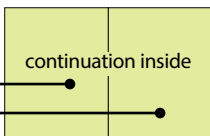


THREE PAGE PACKAGE
8 250 €

Extra page
215 x 290 mm
(+ 5 mm cutting allowances)



Continuation inside cover.
442 x 290 mm
Sivu 2: 215 x 290 mm
Sivu 3: 227 x 290 mm
(+ 5 mm cutting allowances)



Changes possible. Prices are without VAT.

Material

MATERIAL SUBMISSION

- Print ads:
aineistot@aarrelehti.fi
(for files under 10 MB)
- Digital material:
verkkoaineistot@viestimedia.fi

• For files over 10 MB, please use the Owncloud material service for file transfer. To obtain a link for transferring the material, contact the advertising production team at:
aineistot@aarrelehti.fi
or call +358 20 413 2471

Technical Specifications

- Page trim size:
W 230 mm, H 290 mm
- PDF at 1:1 scale
- Colors in CMYK
- Image resolution 300 ppi

PDF is the recommended file format for the final material. Fonts should be embedded in the PDF file. When sending the file, please name it in a way that clearly indicates the advertiser and the publication date. Also, provide the sender's contact information in the message.

NOTE! All ads should have 5 mm bleed and crop marks 5 mm outside the trim size.

Look for more information:
aarrelehti.fi/me-

Readers' profile

28,000 readers

(printed magazine)

62% are male

38% are female

51% of readers are under 65 years old

95% of them have a car in their household

78% live in households with two or more people

88% live in owner-occupied homes

48% are interested in construction and renovation

50% have multiple objectives regarding their forests

67% of subscribers keep the magazine or share it with friends or relatives

82% are interested in energy-related advertisements

68% are interested in articles about forest management

SOURCE

KMT 2023,
Aarre tilaajatutkimus
9/2022 / IROResearch

98%
thinks Aarre is
useful

74%
find the ads
useful

58%
enjoys moving in
the nature



TAINA MALINEN
Sales Group Manager (Metsä)
taina.malinen@viestimedia.fi
044 500 5404



HANNU TOIVONEN
Sales Group Manager (Agri)
hannu.toivonen@viestimedia.fi
0400 120 571



ANI VALPAS
Sales Group Manager (Pientalo)
ani.valpas@viestimedia.fi
040 521 1797



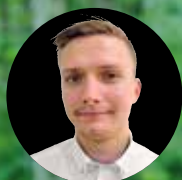
JUKKA MÄKITALO
Sales Manager
jukka.makitalo@viestimedia.fi
050 321 7812



PIRJO HAAPANEN
Sales Manager
pirjo.haapanen@viestimedia.fi
040 743 0556



SINIKKA HAVERINEN
Sales Manager
sinikka.haverinen@viestimedia.fi
050 330 4677



JANNE VIERIMAA
Sales Manager
janne.vierimaa@viestimedia.fi
044 970 4578



PÄIVI JAAKOLA
Myyntiassistentti / mediamyyjä
paivi.jaakola@viestimedia.fi
020 413 3125



JANE MERILÄINEN
Sales Manager
jane.merilainen@viestimedia.fi
050 476 0876



JUHO-MIKKO SYVÄNIEMI
Sales Manager
juho-mikko.syvaniemi@viestimedia.fi
045 155 9070



ELIAS KAASE
Sales Manager
elias.kaase@viestimedia.fi
050 310 3968



JANI MÄKIPÄÄ
Sales Manager
jani.makipaa@viestimedia.fi
050 919 5288



ROBERT KULLSTRÖM
Sales Director
robert.kullstrom@viestimedia.fi
0400 629 657



ANNA-LIISA VEHKAOJA
Marketing and Insight Manager
anna-liisa.vehkaoja@viestimedia.fi
040 729 1335



SALES SERVICE
aineistot@aarrelehti.fi
020 413 2321



Viestimedia Ltd is the leading producer of content related to the rural areas, forests, and small-scale housing in Finland. Our primary products include the newspaper "Maaseudun Tulevaisuus," the magazines "Aarre" and "Koneviesti," as well as the websites MT.FI, koneviesti.fi, and suomela.fi.

Simonkatu 6 | 00100 Helsinki | 020 413 2100 | viestimedia.fi | Vuodesta 1916

