

MT Metsä

NEWS MAGAZINE ABOUT FOREST



Mediabook 2024





MT Metsä reaches forest owners both in print and digitally

MT Metsä and MT Metsä Digital together form Finland's leading media duo in the forestry sector, reaching Finnish forest owners and people interested in forests every day. MT Metsä Digital, which has its own section on the MT.FI website, reaches over 200,000 visitors weekly. In addition, each printed issue of MT Metsä is read by an average of 225,700 readers (KMT 2023), making it the largest forestry publication in Finland. The digital version is also available online.

MT Metsä is distributed to Maaseudun Tulevaisuus subscribers 10 times a year. The April and October issues of **MT Metsä, numbers 3 and 8, are special forest owner editions with a large distribution of over 200,000 copies.**



January	February	March	April	May	June	July	August	September	October	November	December
29.1. 1 material: 22.1. Forest machinery		4.3. 2 material: 26.2. Building	FOREST OWNERS ISSUE, OVER 200 000 PCS 8.4. 3 material: 2.4. Forest sales	6.5. 4 material: 29.4. Forest care	3.6. 5 material: 27.5. Side incomes from forest	1.7. 6 material: 24.6. Nature		2.9. 7 material: 26.8. Wilderness	FOREST OWNERS ISSUE, OVER 200 000 PCS 7.10. 8 material: 30.9. Forest market	4.11. 9 material: 28.10. Energy	2.12. 10 material: 25.11. Investing in forest

Price list 2024

Full page and set sizes

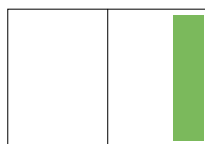
MT Metsä issues 3 and 8 are forest owner issues with bigger distribution (over 200 000 pcs)

Whole page
(236 x 310 mm)



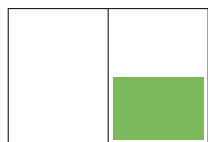
5 350 €
10 900 €

1/3 page standing
(92 x 310 mm)



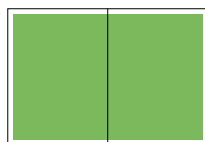
2 190 €
4 500 €

1/2 page horizontal
(236 x 150 mm)



3 190 €
6 100 €

Spread (496 x 310 mm)



9 650 €
18 500 €

2. ja 3. cover, back page
(236 x 310 mm)



5 650 €
11 500 €

Material:

020 413 2321

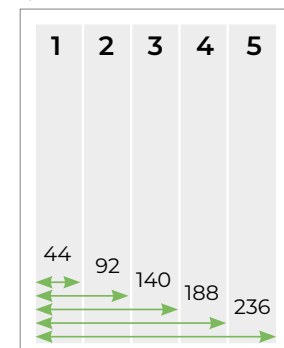
print material:
ilmoitus@mt.fi

digital material:
verkkoaineistot@viestimedia.fi

Column advertisement (cmm = column millimeter)

Price 4,95 € / cmm

Price for MT Metsä issues number 3 and 8 (for forest owners)
9,95 € / cmm



Changes possible. Prices are without VAT.

Column widths:

1 column	44 mm
2 columns	92 mm
3 columns	140 mm
4 columns	188 mm
5 columns	236 mm

MT Metsän monikanavaisten sivujen ja kansien hinnat:

koko sivu lehden sisällä

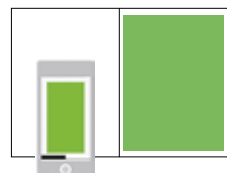
– peruslehti **7 270 €** +alv.

– nrot 3 ja 8 suurpainokset **12 820 €** +alv.

2-, 3- ja takakansi

– peruslehti **7 570 €** +alv.

– nrot 3 ja 8 suurpainokset **13 420 €** +alv.



Digital frontpage includes 60 000 page views during 2 weeks.
Includes digital magazine.

Material instructions:

<https://viestimedia.fi/mainostajalle/mediatiedot-ja-hinnat/mt-metsa/>

Desktop



Display advertising

Display advertising remains an important part of digital advertising. In addition to traditional display advertising, the MT.FI website offers several Rich Media ad placements and interactive display advertising.”

1. Parade* 980 x 400 px, max 100 kt (HTML5 200 kt)
Mobile* 300 x 300 px, max 40 kt (HTML5 80 kt)
Price CPM **36 €** – Also video banner possibility.

2. Panorama 980 x 120 px, max 60 kt (HTML5 120 kt)
Mobile 300 x 150 px, max 30 kt (HTML5 60 kt)
Price CPM **24 €**

3. Big box* 468 x 400 px, max 60 kt (HTML5 120 kt)
Mobile* 300 x 300 px, max 40 kt (HTML5 80 kt)
Price CPM **18 €** – Also video banner possibility.

4. Sticky 160 x 600 px, max 60 kt (HTML5 120 kt)
Mobile 300 x 300 px, max 40 kt (HTML5 80 kt)
Price CPM **24 €**

5. Standing Parade 300 x 600 px, max 60 kt (HTML5 120 kt)
Mobile 300 x 600 px, file size max 60 kt (HTML5 120 kt)
Price CPM **24 €**

6. Whole page 620 x 891 px, max 150 kt (jpg, gif, png)
Responsive– same material scales to tablet and mobile.
Price CPM **32 €**

Mobile



MT Metsä -digi

MT Metsä Digital is MT.FI website's dedicated section primarily covering forest-related news. The website attracts over 420,000 visitors weekly from various parts of Finland, with more than 200,000 regularly visiting the MT Metsä section every week (GA4/2023). For advertisers aiming to primarily reach Finnish forest owners, targeting advertising in the MT Metsä section enhances campaign effectiveness with increased contacts and reduced costs. For more information on targeting advertising in the MT Metsä section, please contact your representative. Targeting fee +15%.”

MT Metsän lukijatalouksissa...



88 %

owns the house
they live in

57 % :lla

have one or two cars
15% have even three cars.



71 %

own forest
(Finns in average
19 %).

32 %

hunts or goes fishing
(Finns in average:
20 %).

77 %

own stocks
(Finns in average:
50 %).

Source: KMT 2023,
Mind 2023



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Viestimedia Oy is Finland's leading producer of content related to rural areas, forests and one-family housing. The main products of our publishing house are newspaper Maaseudun Tulevaisuus and magazines Koneviesti and Aarre with the websites MT.fi, suomela.fi ja koneviesti.fi.
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