



Aarre

IS A MAGAZINE FOCUSED ON FORESTRY AND NATURE, PROVIDING VALUABLE INFORMATION AND LIFESTYLE CONTENT.



Aarre offers valuable information on forestry and interesting stories about people who draw their strength from the forest.

Media Information 2025



89%
lives in owner-occupied housing

95%
have at least one car

90%
owns a forest

SOURCES

NRS 2024

Aarre customer retention survey 9/2024 / Kuulas

Aarre reader survey 9/2022 / IRO Research

Nine out of ten Aarre subscribers own a forest, and three out of four of them work in their forest.



Aarre is Finland's most popular forestry magazine

AARRE IS A UNIQUE MAGAZINE for those interested in forests, forestry, and nature. In addition to forestry and nature, Aarre covers topics such as well-being, roots and living, and personal finance. For forest owners, Aarre is a tax-deductible professional magazine.

AARRE COMBINES USEFUL INFORMATION with lifestyle content. Our readers appreciate the magazine's versatility and timeliness and praise the readability of the articles (Aarre subscriber survey, IROResearch 2022, and Aarre customer retention survey, Kuulas 2024).

PUBLISHED ELEVEN TIMES A YEAR, Aarre offers a unique combination of factual information and experiences for forest owners, nature enthusiasts, and forestry professionals. Aarre's readers are proven to be wealthy, quality-conscious, and brand-loyal.

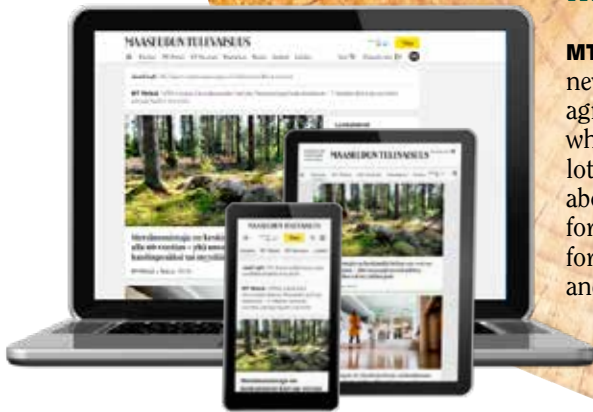
THE PRINTED AARRE HAS A READERSHIP OF 110 100 (NRS 2024). Aarre's online content can be found at MT.FI. The MT.FI/metsa section attracts over 135 000 visitors weekly (GA 2024). Ask your contact person about digital advertising opportunities!

MORE INFORMATION
viestimedia.fi/en/aarre

Publication Dates and Themes 2025

ISSUE	MATERIALS	PUBLICATION	THEMES
Aarre 1	10.1.	27.1.	How to optimize forest taxation. Debarking machines. Winter logging on an island. Soups for a frosty day.
Aarre 2	7.2.	24.2.	Chainsaws. Winter logging in the north. First thinning. Forest owner's cars.
Aarre 3	6.3.	24.3.	Brush cutter harnesses. Forest road improvement. Added value from wood. Forest inheritance.
Aarre 4	10.4.	28.4.	Planting tubes. Seedling care in your own forest. School children's forest skills. Wild food for spring celebrations.
Aarre 5	7.5.	26.5.	Gasoline saw or battery saw? Tips for the wood trade season. Forest cottage garden. Game for the grill.
Aarre 6	11.6.	30.6.	Gloves for all forestry work. Cottage as a lifeline. Summer for berry pickers. Security from insurance.
Aarre 7	30.7.	18.8.	Chainsaws. Opening of the hunting season. Delicacies from the forest. Forest inheritance.
Aarre 8	27.8.	15.9.	Chainsaw chains. Wood energy. Secret treasures for autumn travelers. Tips for forest estate transactions.
Aarre 9	24.9.	13.10.	ATV for forest use. Income from nature conservation. Wood construction. Forest as an investment.
Aarre 10	22.10.	10.11.	Brush cutter test from spring to autumn. Managed generational change. Additional income from forest land. Autumn game delicacies.
Aarre 11	19.11.	8.12.	Purchase logging with an agricultural tractor. Towards a new forest year. Forest owner's Christmas gifts. Wild food for the Christmas table.

MT.FI/metsa

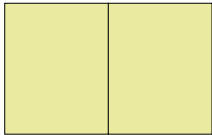


MT.FI is Finland's leading news website related to agriculture and forestry, where you can also find a lot of current information about agricultural and forestry machinery, the forest industry, hunting and outdoor, and food.

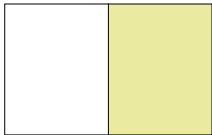
- Steadily growing number of visitors, now over 430 000 per week (GA4 2024)
- MT.FI/metsa section receives over 135 000 visitors weekly (GA4 2024) and is a cost-effective way to reach Finnish forest owners

Ad Sizes and Prices

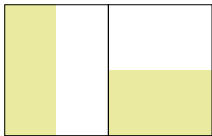
2/1 spread 5 850 €
460 x 290 mm
 (+ 5 mm bleeds)



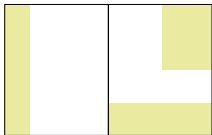
1/1 full page 3 810 €
2. and 3. cover 4 150 €
230 x 290 mm
 (+ 5 mm bleeds)



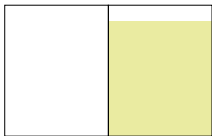
1/2 page 1 985 €
111 x 290 mm (vertical)
230 x 142 mm (horizontal)
 (+ 5 mm bleeds)



1/4 page 995 €
111 x 142 mm (corner)
230 x 74 mm (horizontal)
60 x 290 mm (vertical)
 (+ 5 mm bleeds)



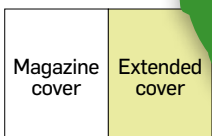
Back cover 4 350 €
230 x 260 mm
 (+ 5 mm bleeds)



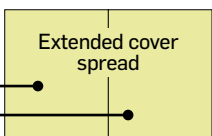
THREE-PAGE COVER PACKAGE

Basic edition 8 250 €

Extended cover
215 x 290 mm
 (+ 5 mm bleeds)



Extended cover spread
442 x 290 mm
Page 2: 215 x 290 mm
Page 3: 227 x 290 mm
 (+ 5 mm bleeds)



Changes possible.
 Value added tax (VAT) is added to the prices.

Material Instructions

MATERIAL DELIVERY

- Print ads:
aineistot@aarrelehti.fi
(materials under 10 MB)
- Online materials:
verkkoaineistot@viestimedia.fi

- For materials over 10 MB, please use the Owncloud material transfer service. For the transfer of ad materials you need a link, which you can request from:
aineistot@aarrelehti.fi
 or +358 20 413 2471

TECHNICAL SPECIFICATIONS

- Page print area:
 W 230 mm, H 290 mm
- PDF aspect ratio: 1:1
- CMYK colours
- Image resolution 300 dpi

PDF is the recommended format for complete materials. Fonts must be embedded in the PDF file. PDF file name should include the advertiser's name and publication date. Include advertiser's contact information in the message.

NOTE! All advertisements should have 5 mm bleeds and crop marks 5 mm outside.

See more online:
viestimedia.fi/en/for-advertiser

Aarre Reader Profile

- **110 100** readers (printed magazine)
- **50 %** have multiple goals for their forests
- **men 53 %, women 47 %**
- **67 %** of subscribers keep the magazine or pass it on to a friend or relative
- **53 %** of readers are 25-64 years old
- **95 %** have a car in their household
- **82 %** are interested in energy-related advertisements
- **68 %** are interested in articles about forest management
- **89 %** live in owner-occupied housing
- **57 %** are interested in well-being and health

SOURCES

NRS 2024,
 Aarre subscriber survey
 9/2022 / IRO Research

98%
 finds Aarre
 useful

74%
 finds
 advertisements
 useful

58%
 enjoy spending
 time in nature



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Viestimedia Oy is Finland's leading producer of content related to agricultural and forestry topics. Our main products include the newspaper Maaseudun Tulevaisuus, the magazines Koneviesti and Aarre, as well as the websites MT.FI and koneviesti.fi.

viestimedia.fi | Simonkatu 6 (PO Box 440), FI-00100 HELSINKI | +358 20 413 2100 | Since 1916