

# KANTRI

Monthly supplement of Maaseudun Tulevaisuus

Media info 2025



# KANTRI

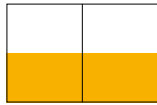
Monthly supplement of Maaseudun Tulevaisuus

**K**ANTRI is a monthly supplement of Maaseudun Tulevaisuus that tells stories about rural life, people, and phenomena in a relaxed manner. KANTRI is a magazine where readers can reward themselves with an enjoyable reading moment - the average reading time is 28 minutes (NRS 2024). KANTRI readers appreciate the authentic atmosphere of rural life and community. They want to learn new things about gardening, food, crafts, and rural culture. Readers love animals and nature, and they are inspired by the connection to traditions and local culture. KANTRI magazine offers content that supports these values and interests.

## PRICE LIST 2025



**2/1 spread**  
520 x 340 mm + 5mm  
**10 150 €**



**1/2 spread**  
520 x 169 mm + 5mm  
**5 700 €**



**2. page / back cover**  
260 x 340 mm + 5mm  
**5 900 €**



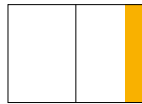
**1/1 page**  
260 x 340 mm + 5mm  
**5 600 €**



**1/2 page, vertical**  
127 x 340 mm + 5mm  
**3 350 €**



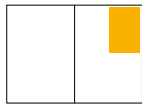
**1/2 page, horizontal**  
260 x 169 mm + 5mm  
**3 350 €**



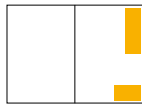
**1/4 page, vertical**  
68 x 340 mm + 5mm  
**2 090 €**



**1/4 page, horizontal**  
260 x 85 mm + 5mm  
**2 090 €**



**1/4 page, corner**  
113 x 151 mm  
**2 090 €**



**1/8 page**  
54 x 151 mm (vertical)  
113 x 75 mm (horizontal)  
**790 €**

## Nice to know

**164 100**  
readers (NRS 2024)

**43 %**  
of readers are  
WOMEN

**97 %**  
of readers owns  
at least one car

**57 %**  
of readers are  
MEN

**27 %**  
of readers are families  
with children

**77 %**  
live in detached  
houses, separate  
houses, or  
farmhouses.

## AD SALES

### Reservations and materials

Sales service

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## MATERIAL INSTRUCTIONS

PDF is the recommended format for complete materials:

- aspect ratio 1:1
- the print area width 260 mm, height 340 mm
- fonts must be embedded in the PDF file
- print-ready PDFs must not contain color profiles.
- colour profile for images (CMYK): KSLM\_IFRA26v5, resolution at least 200 dpi.

The PDF file name should include the advertiser's name and publication date. Please include the advertiser's contact information in the message.

## MATERIAL SUBMISSION

ilmoitus@mt.fi

## PUBLICATION SCHEDULE 2025

Issue	Appears	Materials	Reservation	Theme
01	15.1.	7.1.	11.12.	Culture and well-being: Kalevala is being filmed, a horse takes care of a human
02	12.2.	3.2.	15.1.	Sustainable domestic clothing
03	12.3.	3.3.	12.2.	Crafts and well-being
04	9.4.	31.3.	12.3.	Home Improvement
05	14.5.	5.5.	9.4.	Spring and exercise
06	18.6.	9.6.	14.5.	Domestic tourism, Finnish summer
07	13.8.	4.8.	25.7.	Back to school and hobbies
08	10.9.	1.9.	13.8.	Into the forest
09	15.10.	6.10.	10.9.	Books and culture
10	12.11.	3.11.	15.10.	Crafts and DIY
11	10.12.	1.12.	12.11.	Christmas issue, Christmas atmosphere