

A close-up photograph of a pine tree branch with vibrant green needles. The needles are densely packed and have a slightly glossy texture. The background is a soft, out-of-focus green, creating a sense of depth. The lighting is natural, highlighting the individual needles and their arrangement on the branch.

MT Metsä

Media information 2025



MT Metsä reaches Finnish forest owners both in print and digitally

MT Metsä is the leading forestry media in Finland, reaching Finnish forest owners and people interested in forestry. Each printed issue of MT Metsä is read by an average of **213 800 readers** (NRS 2024). MT Metsä is distributed to Maaseudun Tulevaisuus subscribers **8 times a year**.

Publication Schedule and Themes 2025

ISSUE	PUBLICATION DATE	MATERIAL DEADLINE	THEME
1	3.2.2025	22.1.	Machinery and forestry equipment
2	3.3.2025	19.2.	Forest policy
3	5.5.2025	23.4.	Energy
4	2.6.2025	21.5.	Economy and investment
5	7.7.2025	25.6.	Nature and environment
6	1.9.2025	20.8.	Hunting and outdoor
7	3.11.2025	22.10.	Forest management
8	8.12.2025	26.11.	Timber trade

Material Instructions

Material formats

PDF is the recommended format for finished materials. Print-ready PDF's must not contain color profiles. Fonts must be embedded in the PDF file.

Colour profile for images (CMYK): KSLM_IFRA26v5, resolution at least 200 dpi.

Include the sender's contact information in the message.

Material delivery

Materials under 10 MB via email: ilmoitus@mt.fi

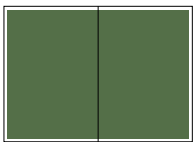
For materials over 10 MB, please use the Owncloud material transfer service. A link for transferring ad materials can be obtained from ad production: ilmoitus@mt.fi or +358 20 413 2471

See instructions online: www.viestimedia.fi/en/for-advertiser

Ad Price List 2025

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

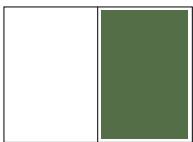
Full pages and modules



Spread
496 x 310 mm
10 150 €



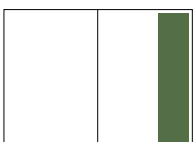
2nd, 3rd and back cover
236 x 310 mm
5 900 €



Full page
236 x 310 mm
5 600 €

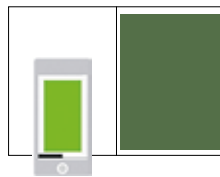


1/2 page, horizontal
236 x 150 mm
3 350 €



1/3 page, vertical
92 x 310 mm
2 300 €

MT Metsä multichannel solutions and covers



Full page
(236 x 310 mm)
7 520 €

2nd, 3rd and back cover
(236 x 310 mm)
7 820 €

Multichannel full page includes 60 000 impressions within 2 weeks in MT.FI. Full page also covers the digital E-Paper!

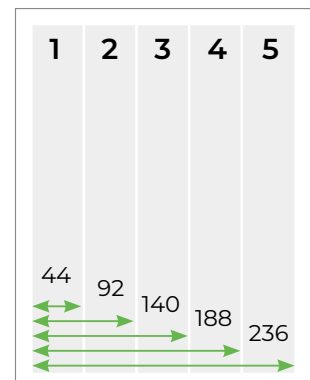
Print material delivery

<10MB by email
ilmoitus@mt.fi

>10MB Owncloud material transfer service.

For the transfer of ad materials you need a link, which you can request from: ilmoitus@mt.fi or +358 20 413 2471

Column ads



Ad column widths

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

Price

4-colour **5,20 € / cmm**
black & white **4,30 € / cmm**

MT.FI/metsä

MT.FI/metsä is a dedicated section of the MT.FI website that mainly covers news related to forestry. The site attracts over 430 000 visitors per week from all over Finland, and more than 135 000 of these visit the MT.FI/metsä section regularly every week (GA4/2024).

For advertisers targeting primarily Finnish forest owners, advertising on the MT Metsä section provides better campaign effectiveness due to increased contacts and lower costs.

Ask your contact person about targeting advertising to the MT Metsä section! Targeting fee +15%.

Display advertising is an important part of digital advertising. In addition to traditional display advertising, the MT.FI website has several interactive Rich Media advertising spots, native and video advertising.

Maxi Parade 980x552px
Mobile 300x431px
Price **CPM 39 €** (RON 30 €)
– also in-banner video*

Parade 980x400px
Mobile 300x300px
Price **CPM 36 €** (RON 27 €)
– also in-banner video*

Panorama 980x120px
Mobile 300x150 px
Price **CPM 24 €** (RON 18 €)

Giant Rectangle 468x400px
Mobile 300x300px
Price **CPM 18 €** (RON 13,50 €)
– also in-banner video*

Skyscraper 160x600px
Mobile 300x300px
Price **CPM 24 €** (RON 18 €)

Wide Skyscraper 300x600px
Responsive – the same material scales to tablet and mobile.
Price **CPM 24 €** (RON 18 €)

Full Page 620x891px (jpg, gif, png)
Responsive – the same material scales to tablet and mobile.
Price **CPM 32 €** (RON 24 €)

* in-banner video instructions: size depending on the ad format(980x552px / 300x431px, 980x400px / 300x300px or 468x400px / 300x300px), max 20 sec, max 30 MB, MP4.

Rich Media interactive banner advertising

Fluid skin (desktop only)

- Top banner: 1000x400px (jpg or MP4)
- Left and right side: 800x1440px (jpg), or 1080x1920px (9:16, MP4), the total maximum file size is 3,5 MB.

Price **CPM 46 €** (RON 34 €)

Topscroll

- Desktop 2560x1440px, mobile 1080x1920px, picture format (jpg, png or gif, max. 200kb)
- Video desktop: 1920x1080px (16:9), mobile 1080x1920px (9:16), format MP4 (10-20 sec, max. 1MB).

Price **CPM 43 €** (RON 32 €)

Midscroll

- Desktop 2560x1440px, mobile 1080x1920px, picture format (jpg, png or gif, max. 200kb)
- Video desktop: 1920x1080px (16:9), mobile 1080x1920px (9:16), format MP4 (10-20 sec, max. 1MB).

Price **CPM 35 €** (RON 26 €)

Mobile Reel Expander (mobile only)

- Images and / or videos 2-5 pcs, max. 3,5 Mb.
- Image / video size: 1080x1920px (9:16), format jpg or png / MP4.
- Advertiser / brand max. 25 characters, headline max. 65 characters, expand button max. 15 characters, CTA-button max. 25 characters
- Campaign URL

Price **CPM 43 €** (RON 32 €)

Digital materials :

AdOps
+358 20 413 2576 / +358 20 413 2101
verkkoaineistot@viestimedia.fi



Video advertising

Outstream or article videos are displayed alongside article content, separated by advertising text.

CPM 32 €



In-stream / Pre-roll-video before editorial content increases your video's views. Weekly dominance includes all editorial videos published during the week on MT.FI and koneviesti.fi.

650 € / week

Native advertising



MT native brings your content to the MT.FI online service, in a relevant and interesting media environment.

2 200 € / week

Recommended campaign length at least two weeks.

More detailed material instructions:

www.viestimedia.fi/en/for-advertiser



Maija Syyrakki
Sales Director
maija.syyrakki@viestimedia.fi
+358 40 484 1211



Pirjo Haapanen
Sales Group Manager
pirjo.haapanen@viestimedia.fi
+358 40 743 0556



Hannu Toivonen
Sales Group Manager
hannu.toivonen@viestimedia.fi
+358 400 120 571



Sinikka Haverinen
Sales Manager
sinikka.haverinen@viestimedia.fi
+358 50 330 4677



Päivi Jaakola
Sales Assistant / media sales
paivi.jaakola@viestimedia.fi
+358 20 413 3125



Elias Kaase
Sales Manager
elias.kaase@viestimedia.fi
+358 50 310 3968



Taina Malinen
Sales Group Manager
taina.malinen@viestimedia.fi
+358 44 500 5404



Jukka Mäkitalo
Key Account Manager
jukka.makitalo@viestimedia.fi
+358 50 321 7812



Juho-Mikko Syväniemi
Sales Manager
juho-mikko.syvaniemi@viestimedia.fi
+358 45 155 9070



Anna-Liisa Vehkaoja
Marketing and Research Manager
anna-liisa.vehkaoja@viestimedia.fi
+358 40 729 1335



Janne Vierimaa
Sales Manager
janne.vierimaa@viestimedia.fi
+358 44 970 4578

SALES SERVICE
+358 20 413 2321
ilmoitus@mt.fi

ONLINE SERVICE / ADOPS
verkkoaineistot@viestimedia.fi



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