

MT SUOMALAINEN MAASEUTU



Media information 2025



Suomalainen Maaseutu serves both readers and advertisers

Suomalainen Maaseutu is a national professional magazine published 12 times a year as a supplement in the Maaseudun Tulevaisuus newspaper. It focuses on rural people, rural entrepreneurship, and machinery contracting and trade. The down-to-earth storytelling about Finnish agricultural entrepreneurs, enriched with a diverse range of marketing messages from industry entrepreneurs, makes many readers study the magazine carefully and return to it several times a month until the new issue is published. Suomalainen Maaseutu serves and activates its readers and is, according to research, one of the leading agricultural publications. The magazine's articles can also be read on the MT.FI website, or as a digital edition.

Publication Schedule and Themes 2025

ISSUE	PUBLICATION DATE	MATERIAL DEADLINE	THEME
1	22.1.2025	10.1.	Sarka fair , construction, contracting
2	24.2.2025	14.2.	Maintenance, forestry, soil improvement
3	24.3.2025	14.3.	Rysky fair , grass and grass choppers
4	14.4.2025	4.4.	Livestock farming, contracting, trading machines
5	19.5.2025	9.5.	ProForest fair , forestry, firewood
6	11.6.2025	28.5.	Combine harvesters, road maintenance
7	2.7.2025	20.6.	Okra fair , tourism
8	18.8.2025	8.8.	Ollikkala fair , grain dryers, autumn grains
9	17.9.2025	5.9.	Livestock, soil improvement / cultivation
10	8.10.2025	26.9.	KoneAgria fair , machinery, energy
11	5.11.2025	24.10.	Agriteknika fair , machinery trade, economy, trading machines
12	3.12.2025	21.11.	Contracting, preventive maintenance, self-sufficiency

Ad Price List 2025

Basic prices

Front Page.....	5,80 €/cmm
Back cover.....	4,95 €/cmm
Inside covers.....	4,45 €/cmm
In text.....	4,35 €/cmm
Machinery pages.....	2,90 €/cmm
Front page modules 83x30 mm.....	370 €/pcs
Back cover modules 83x30 mm.....	270 €/pcs
Inserts and online advertising.....	Ask for an offer!

Value added tax (VAT) is added to the prices. Advertising agency fee according to a separate agreement. The magazine is not responsible for damages caused by the omission of the ad.

Small ads for the agricultural exchange

Line ad 1x20 mm.....	40 €
Pictorial ad 1x50 mm.....	90 €

Send the advertisement information, photo and billing information by email to: paivi.jaakola@viestimedia.fi about a week before the publication, or call +358 44 366 9413.

Material Instructions

Material delivery

Preferred format: PDF, also Adobe Illustrator or InDesign will do. Fonts embedded and images in CMYK format. Colour profile for images: KSLM_IFRA26v5, resolution at least 200 dpi.

Media preparation and print-ready ads:

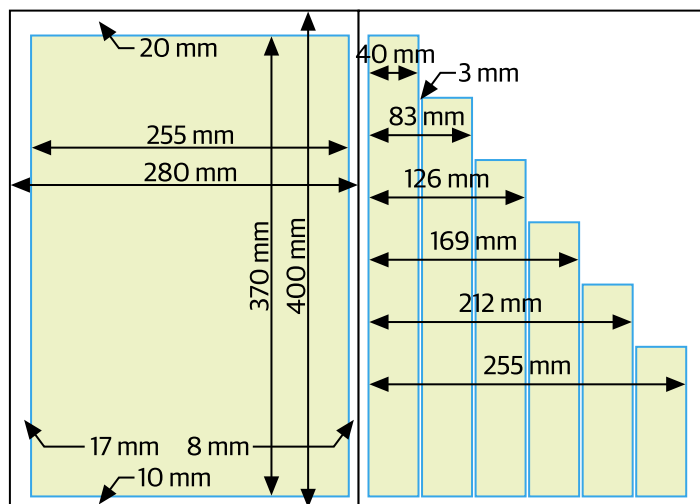
ilmoitus@suomalainenmaaseutu.fi

Email (max. 3 MB attachments)

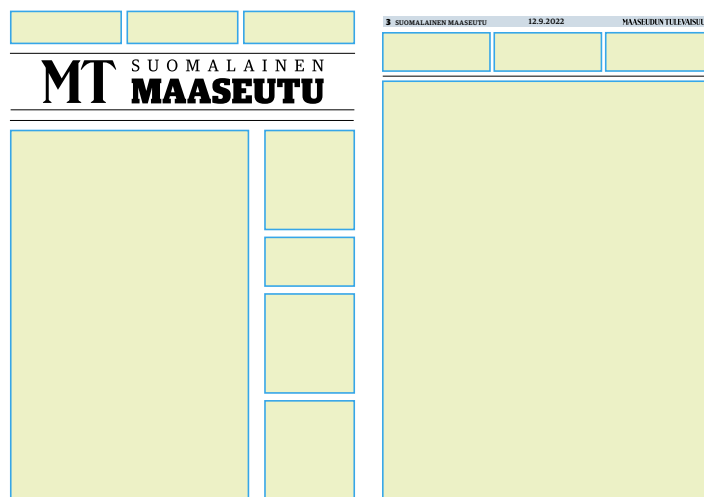
firstname.lastname@viestimedia.fi

Technical Specifications

	Width	Height
Paper size	280 mm	400 mm
Print area	255 mm	370 mm
Back cover	255 mm	370 mm
In text		
1 column	40 mm	
2 columns	83 mm	
3 columns	126 mm	
4 columns	169 mm	
5 columns	212 mm	
6 columns	255 mm	



Front page modules	Width	Height
Big ad	169 mm	295 mm
Right side column (can be divided into parts)	83 mm	295 mm
Eye corners x 3	83 mm	30 mm
Back cover modules		
Big ad	255 mm	330 mm
Eye corners x 3	83 mm	30 mm



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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