

MAASEUDUN TULEVAISUUS

Media information 2025



Publication Schedule and Themes 2025

Maaseudun Tulevaisuus is published every Monday, Wednesday and Friday. Throughout the year, the newspaper will include MT Metsä, Kantri and Suomalainen Maaseutu inserts.

January	February	March	April	May	June
17.1. Theme Cars & Traffic	26.2. Theme Sowing seeds	5.3. Theme Building & Cottages	2.4. Forest Owner -edition 16.4. Easter edition	7.5. Theme Sowing seeds	18.6. Midsummer edition
 20.1. Tax instructions materials: 13.1.	 17.2. Education materials: 10.2.		 16.4. Subsidies guide materials: 9.4.	 14.5. Proforest materials: 5.5.	 25.6. OKRA farm fair materials: 16.6.
			23.4. Theme Grass forage		
	3.2. MT Metsä 1 materials: 22.1. Machines and forestry equipment	3.3. MT Metsä 2 materials: 19.2. Forest policy	30.4. Theme Building & Cottages	5.5. MT Metsä 3 materials: 23.4. Energy	2.6. MT Metsä 4 materials: 21.5. Economy and investment
15.1. Kantri 1 materials: 7.1. Culture and well-being	12.2. Kantri 2 materials: 3.2. Sustainable domestic clothing	12.3. Kantri 3 materials: 3.3. Crafts and well-being	9.4. Kantri 4 materials: 31.3. Home improvement	14.5. Kantri 5 materials: 5.5. Spring and exercise	18.6. Kantri 6 materials: 9.6. Domestic tourism, Finnish summer
22.1. SM 1 materials: 10.1. Sarka fair, construction, contracting	24.2. SM 2 materials: 14.2. Maintenance, forestry, soil improvement	24.3. SM 3 materials: 14.3. Rysky fair, grass and grass choppers	14.4. SM 4 materials: 4.4. Livestock farming, contracting, trading machines	19.5. SM 5 materials: 9.5. ProForest fair, forestry, firewood	11.6. SM 6 materials: 28.5. Combine harvesters, road maintenance

Publication Exceptions

No issues on Jan 1st, Jan 6th, Apr 18th, Apr 21st, May 30th, Jun 20th, Dec 24th, Dec 26th.

July	August	September	October	November	December
	1.8. Theme The Royal Races in Finland	3.9. Theme Finnish food	1.10. Theme KoneAgria fair	12.11. Theme Farm animal production	10.12. Theme Sowing seeds
	13.8. Theme Grain	24.9. Theme Sowing seeds	6.10. Forest Owner -edition	19.11. NEW theme Special Crops	22.12. Christmas edition
	29.8. Theme Cars & Traffic		29.10. Theme Pets		
7.7. MT Metsä 5 materials: 25.6. Nature and environment		1.9. MT Metsä 6 materials: 20.8. Hunting and outdoor		3.11. MT Metsä 7 materials: 22.10. Forest management	8.12. MT Metsä 8 materials: 26.11. Timber trade
	13.8. Kantri 7 materials: 4.8. Back to school and hobbies	10.9. Kantri 8 materials: 1.9. Into the forest	15.10. Kantri 9 materials: 6.10. Books and culture	12.11. Kantri 10 materials: 3.11. Crafts and DIY	10.12. Kantri 11 materials: 1.12. Christmas issue, Christmas atmosphere
2.7. SM 7 materials: 20.6. Okra fair, tourism	18.8. SM 8 materials: 8.8. Ollikkala fair, grain dryers, autumn grains	17.9. SM 9 materials: 5.9. Livestock, soil improvement / cultivation	8.10. SM 10 materials: 26.9. KoneAgria fair, machinery, energy	5.11. SM 11 materials: 24.10. Agriteknika fair, machinery trade, economy, trading machines	3.12. SM 12 materials: 21.11. Contracting, preventive maintenance, self-sufficiency

A unique agricultural, forestry and provincial media

Maaseudun Tulevaisuus (MT) has grown over the years to become one of the strongest brands in the Finnish media landscape. Its bold and unique approach, continuous renewal, and increasingly diverse content make it unique. The printed Maaseudun Tulevaisuus is the second most read newspaper in Finland, with 254 000 committed readers (NRS 2024). The print edition is supported by strong online content: MT.FI reaches 430 000 users weekly (GA 2024).

Maaseudun Tulevaisuus

- Published on Mondays, Wednesdays and Fridays
- The second most read daily newspaper in Finland
- Readership of **254 000**, total reach of **533 700** (NRS 2024)
- The most important source of information for Finnish agricultural entrepreneurs
- Nationwide distribution
- Forest owner special edition** is published twice a year and is sent to the largest forest owners in Finland in addition to subscribers (circulation about 120 000 pcs).

MT.FI

MT.FI is Finland's leading news website related to agriculture and forestry.

- Steadily growing number of visitors, **over 430 000 per week** (GA4 2024)
- Cost-effective way to reach Finns, as well as rural entrepreneurs and forest owners

MT Metsä

MT Metsä is a tabloid-sized magazine full of diverse forest issues, published **8 times a year** as a supplement in Maaseudun Tulevaisuus.

- MT Metsä monthly supplement is published **8 times a year**
- The magazine has **213 800 readers** (NRS 2024)
- MT.FI/metsä section receives **over 135 000 visitors weekly** (GA4 2024)

Kantri

Kantri is a monthly supplement of Maaseudun Tulevaisuus. It features content and ambiance from outside urban areas with a slightly more relaxed approach.

- Published **11 times a year** as a supplement in Maaseudun Tulevaisuus
- Readership of **164 100 readers** (NRS 2024)

Suomalainen Maaseutu

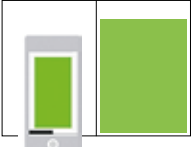
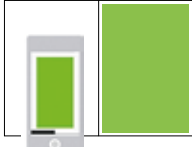
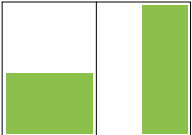
Suomalainen Maaseutu is a national, professional magazine focused on rural people, rural entrepreneurship, machinery contracting and trade. It is published **12 times a year** as a supplement in Maaseudun Tulevaisuus.

- The number one sales channel for machinery dealers
- According to a study by Suomalainen Maaseutu, more than half of the readers contact the advertisers because of the newspaper.



Publisher: Viestimedia Oy
Party position: neutral
Editor-in-chief: Jouni Kemppainen
Printing house: Lehtisepät Oy, Varkaus

MT Ad Price List 2025

Multichannel front page (8 x 460 mm)  30 890 € 32 430 €* incl. digital front page 718x869px (print only 25 090 €)	Multichannel full page** (8 x 510 mm)  22 870 € 24 010 €* incl. digital full page 620x891px (print only 20 950 €)	Back cover, full (8 x 460 mm)  22 750 € 23 890 €* 	Back cover, half (8 x 255 mm)  12 250 € 12 859 €* 	Tabloid size, in text (5 x 365 mm)  9 400 € 9 870 €*
1/2 page, horizontal / vertical (8 x 255 mm / 4 x 490 mm)  9 990 € 10 490 €* 	Spread (776 x 510 mm)  37 300 € 39 100 €* 	Half spread (776 x 255 mm)  21 500 € 22 550 €* 	* Forest owner special edition is published twice a year. It is sent to the largest forest owners in Finland in addition to Maaseudun Tulevaisuus subscribers, with a circulation of circa 120,000 copies. ** MT Multichannel full page In print, a full page reaches over 254 000 readers. Full page also covers the digital E-Paper! Online, it includes 60 000 impressions until the next issue is published (Mon-Tue, Wed-Thu, Fri-Sun). It is visible on MT.FI on all devices, on the front pages of sections, and on article pages, distinguished by advertising text.	

Column ads (cmm = column millimeter)

	Black & white, €	4-colour, €
In text	4,30 / 4,50* / cmm	5,20 / 5,45* / cmm
3. page and back cover	5,20 / 5,45* / cmm	6,00 / 6,30* / cmm
Classified ads		
After text (TJ)	3,30 / 3,50* / cmm	5,20 / 5,45* / cmm
After text with frame	3,50 / 3,70* / cmm	
Line notification, 2-5 lines	9,40 / 9,80* / line	
Family and death notices	3,10 / 3,25* / cmm	4,50 / 4,70* / cmm
Job, education and course announcements		
Jobs	4,30 / 4,50* / cmm	5,50 / 5,80* / cmm
Education and courses	3,45 / 3,60* / cmm	5,20 / 5,45* / cmm

Eye corners

Front page	60 x 30 mm	400 €
Back cover	92 x 30 mm	420 €*

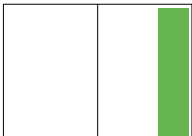
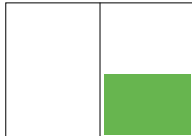
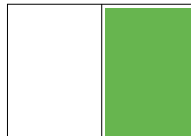
Changes possible, see the latest media information:
www.viestimedia.fi/en

FOREST OWNER EDITION

published	materials	reservations
2.4.2025	27.3.	24.3.
6.10.2025	30.9.	25.9.

MT Metsä and MT Inserts Ad Price List 2025

Full pages and modules

1/3 page, vertical (92 x 310 mm)  2 300 €	1/2 page, horizontal (236 x 150 mm)  3 350 €	Full page (236 x 310 mm)  5 600 €	Back cover, 2nd and 3rd cover (236 x 310 mm)  5 900 €	Spread (496 x 310 mm)  10 150 €
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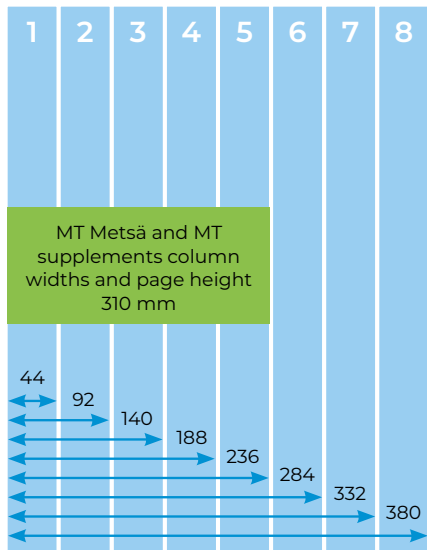
Other sizes: 4-color **5,20 € / cmm**, black & white **4,30 € / cmm**.

Advertising and media agency fee -15%. Specified position surcharge +15 %.
 Changes possible. Value added tax (VAT) is added to the prices.

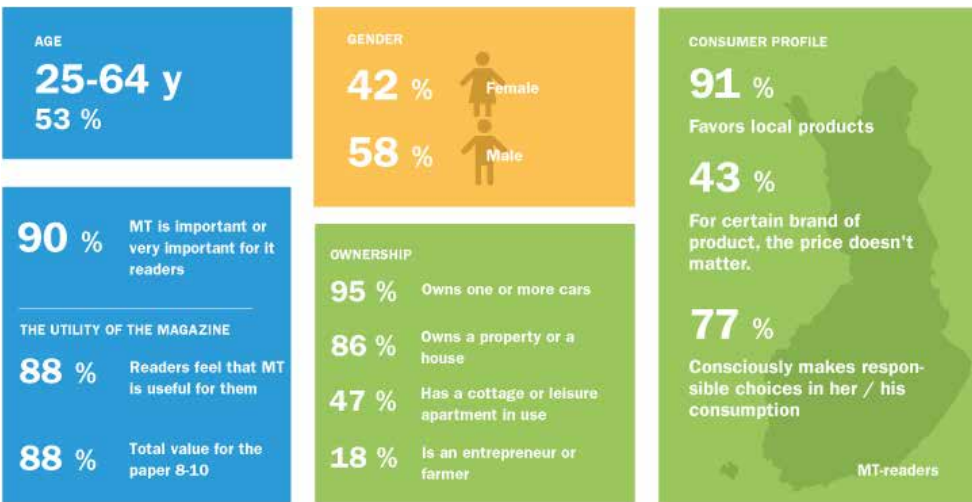
MT Metsä is the
 leading forestry
 media in Finland:
214 000 readers
 (NRS 2024)

Material Instructions 2025, Print

MT Column Widths



MT Reader Profile



Source: NRS (2024)

Front page ad size	380 x 460 mm	Ad reservations and materials
Full page ad size	380 x 510 mm	by phone +358 20 413 2321
Back page ad sizes:		by email ilmoitus@mt.fi
- full page	380 x 460 mm	
- otherwise max height can be	255 mm	
Spread ad size	776 x 510 mm	Material formats
Full column ad height:		PDF is the recommended format for complete materials. Print-ready PDF's must not contain color profiles. Fonts must be embedded in the PDF file.
- in text	490 mm	Colour profile for images (CMYK): KSLM_IFRA26v5, resolution at least 200 dpi.
- in classified ads	510 mm	Include the sender's contact information in the message.
If the ad is not full column height, its height can be up to:	400 mm	Material delivery
Eye corners		Materials under 10 MB via email: ilmoitus@mt.fi
- front page	60 x 30 mm	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: ilmoitus@mt.fi or +358 20 413 2471
- back cover	92 x 30 mm	See instructions online: www.viestimedia.fi/en/for-advertiser
Minimum ad sizes		Maaseudun Tulevaisuus ad automation service
- 4-colour ads in text	200 cmm	The ad automation service makes it easy to create line or pictorial ads for the newspaper. The service is available 24/7. The ad automation service has ready-made ad templates, and payment is required immediately. The ad automation service can be found at: MT.FI/ilmoita
- additional colour ads in text	200 cmm	
- 4-colour ads after text	50 cmm	
- additional colour ads after text	30 cmm	
- Pictorial ads	50 cmm	
- Black & white ads after text	20 cmm	
- Ads under 20 cmm as lines: minimum 2 lines, maximum 5 lines		
- Highlighted frame ad size	20–45 cmm	
Ad size is determined with 5 mm accuracy.		Advertising deadlines with ad automation service
Advertising deadlines		
Publication date	Deadline	
Monday	Fri at 10.00	
Wednesday	Mon at 16.00	
Friday	Wed at 16.00	
		If the ad or insert has been completed and it is canceled after the material deadline, 50% of the ad or insert price will be charged.

MT.FI

MT.FI reaches nearly **half a million visitors per week**. The online environment of Maaseudun Tulevaisuus offers various options for commercial messages. You can utilize videos, display materials, or native advertising placed alongside editorial content. Strong national brands are created and succeed in Maaseudun Tulevaisuus.

Display

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 €)

Interactive banner advertising

Fluid Skin – desktop only
Price **CPM 46 €** (RON 34 €)

Topscroll
Price **CPM 43 €** (RON 32 €)

Midscroll
Price **CPM 35 €** (RON 26 €)

Mobile Reel Expander
– mobile only
Price **CPM 43 €** (RON 32 €)

Ask more about interactive banner solutions from your contact person!

RON (Run-Of-Network)

Campaigns run across the entire Viestimedia ad network (MT.FI, koneviesti.fi)

Video advertising

Outstream or article videos are presented alongside article content, separated by ad text, regardless of the device.

CPM 32 €



In-stream / Preroll-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



E-Paper

Maaseudun Tulevaisuus E-Paper is read by about **6,000 readers** per month. Print ads are in their usual places in the E-Paper, but full-page ads, videos, native articles, or even multi-page inserts can also be placed in the E-Paper.

Full page **1 500 € / week**
Video ad **1 500 € / week**
2-16 page insert **2 500 € / week**
Native article **1 500 € / 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.

MT newsletter

The MT newsletter is published several times a week. There are a total of 9 600 individual subscribers. Newsletter campaigns are made for at least two weeks. There can be multiple materials. **2 700 € / week**

See the material instructions:

viestimedia.fi





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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