

KANTRI

Monthly supplement of Maaseudun Tulevaisuus

Media info 2025



KANTRI

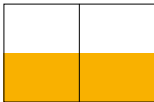
Monthly supplement of Maaseudun Tulevaisuus

KANTRI 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 €



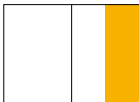
1/2 spread
520 x 169 mm + 5mm
5 700 €



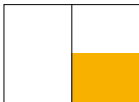
2. page / back cover
260 x 340 mm + 5mm
5 900 €



1/1 page
260 x 340 mm + 5mm
5 600 €



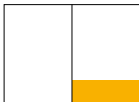
1/2 page, vertical
127 x 340 mm + 5mm
3 350 €



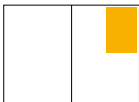
1/2 page, horizontal
260 x 169 mm + 5mm
3 350 €



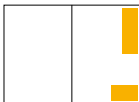
1/4 page, vertical
68 x 340 mm + 5mm
2 090 €



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
+358 20 413 2321 | ilmoitus@mt.fi

Contact your contact person
for more information:
firstname.lastname@viestimedia.fi

Publisher

Viestimedia Oy

Printing house

Lehtisepät Oy, Varkaus

Maija Syyrakki

Sales Director
+358 40 484 1211

Pirjo Haapanen

Sales Group Manager
+358 40 743 0556

Hannu Toivonen

Sales Group Manager
+358 400 120 571

Sinikka Haverinen

Sales Manager
+358 50 330 4677

Elias Kaase

Sales Manager
+358 50 310 3968

Jukka Mäkitalo

Key Account Manager
+358 50 321 7812

Anna-Liisa Vehkaoja

Marketing and Research Manager
+358 40 729 1335

Janne Vierimaa

Sales Manager
+358 44 970 4578

Maija Virta

Programmatic Manager
+358 40 561 4574

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