

Metsänomistajan
AARRE

Media information 2026



89 %
lives in owner-occupied housing

43 % owns forest or land

95 % has at least one car

SOURCE
NRS 2025



Aarre is the most popular forestry magazine in Finland

THE NEW METSÄNOMISTAJAN AARRE broadly describes the management of forest resources, its diverse opportunities and risks, and how to prepare for them. In each issue, we test tools related to forest management and offer tips on choosing services.

THE MAGAZINE IS PUBLISHED 11 TIMES A YEAR, ensuring up-to-date information about the annual cycle of forest management. Metsänomistajan Aarre is also a tax-deductible trade magazine.

THE PRINTED METSÄNOMISTAJAN AARRE has a readership of 102 000 (NRS 2025). The online content of Metsänomistajan Aarre can be found at MT.FI. The MT.FI/ metsä section attracts about 185 000 visitors weekly (GA2025). Ask Your contact person about digital advertising opportunities!

MORE INFORMATION
viestimedia.fi/en/metsanomistajan-aarre/

Themes and publication dates of Metsänomistajan Aarre in 2026

ISSUE	PUBLICATION	MATERIALS	THEMES
Nr 1	19.1.	30.12.	Tax instructions. Managing peatland forests. Is restoration worth it?
Nr 2	16.2.	28.1.	Two light chainsaws for a contract logger. Power line platforms for productive use.
Nr 3	23.3.	4.3.	A classic of clearing saws. Spring timber market situation. Natural values of your farm.
Nr 4	20.4.	1.4.	A rubber safety boot or a leather safety shoe? Training opportunities for forest owners.
Nr 5	25.5.	6.5.	Forest as collateral for loans. Testing low-speed chainsaws.
Nr 6	29.6.	10.6.	A communal forest. Testing Multi-purpose clearing saws with petrol engines.
Nr 7	31.8.	12.8.	Water systems protecting forestry. Light-weight saws. Chainsaw maintenance routines.
Nr 8	21.9.	2.9.	Mixed forests. Forestry outfit. Autumn timber market outlook.
Nr 9	19.10.	30.9.	Natural regeneration. Forest road maintenance. Firewood guide for the upcoming season.
Nr 10	23.11.	4.11.	An ATV to the forest. Generational change of a forest farm. Firewood business instructions.
Nr 11	21.12.	2.12.	Increasing the forest area. New, large chainsaws. Advice for wintry woodtrade.

Metsänomistajan Aarre Reader Profile

- **102 000** readers (printed magazine)
- men **68 %**, women **32 %**
- **49 %** of readers are 25-64 years old
- **95 %** have a car in their household
- **83 %** live in a household of two or more people
- **89 %** live in owner-occupied housing

- **83 %** lives in a detached house, separate house, or farmhouse
- **13 %** a farmer or other entrepreneur
- **46 %** has a cottage or leisure apartment in use
- **78 %** wears eye glasses or contact lenses

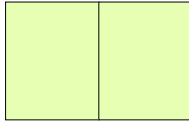
INTERESTS

- **37 %** cars or motor vehicles
- **29 %** fishing
- **25 %** hunting
- **43 %** economic and finance
- **48 %** construction and renovation

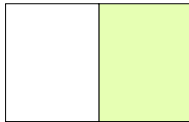
SOURCE
NRS 2025

Ad Sizes and Prices

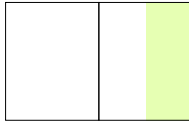
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T: 450 x 300 mm
(+ 5 mm bleeds)



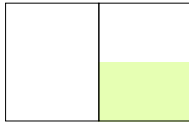
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2. and 3. cover 4 150 €
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T: 225 x 300 mm
(+ 5 mm bleeds)



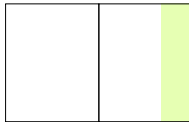
1/2 page, vertical 1 985 €
M: 89 x 258 mm
T: 111 x 300 mm
(+ 5 mm bleeds)



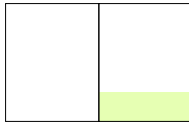
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T: 225 x 144 mm
(+ 5 mm bleeds)



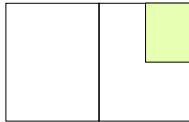
1/3 page, vertical 1 325 €
M: 58 x 258 mm
T: 80 x 300 mm
(+ 5 mm bleeds)



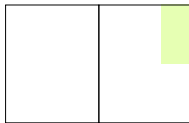
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T: 225 x 86 mm
(+ 5 mm bleeds)



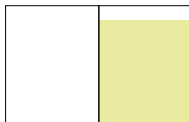
1/4 page, corner 995 €
M: 89 x 126 mm
T: 111 x 150 mm
(+ 5 mm bleeds)



1/6 page, vertical 795 €
M: 58 x 120 mm
T: 80 x 144 mm
(+ 5 mm bleeds)



Back cover 4 350 €
T: 225 x 270 mm
(+ 5 mm bleeds)



M: within margins T: trimmed size

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

Material Instructions and Technical Specifications

MATERIAL DELIVERY

- Print ads:
aineistot@aarrelehti.fi
(materials under 10 MB)
- Online materials:
verkkoaineistot@viestimedia.fi
- 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: aineistot@aarrelehti.fi or +358 20 413 2471

TECHNICAL SPECIFICATIONS

- Page print area:
W 225 mm, H 300 mm
- PDF aspect ratio 1:1
- CMYK colours
- Image resolution 300 dpi

PDF is the recommended format for complete materials. Fonts must be embedded in the PDF file. PDF file name should include the advertiser's name and publication date. Include advertiser's contact information in the message.



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Viestimedia Oy is Finland's leading producer of content related to agricultural, forestry and detached house living topics. Our main products are the news media Maaseudun Tulevaisuus, its monthly supplements Kantri and Suomalainen Maaseutu, MT Hevoset, the magazines Koneviesti and Metsänomistajan Aarre, as well as the websites MT.FI and koneviesti.fi.

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