

# KANTRI

MONTHLY SUPPLEMENT OF MAASEUDUN TULEVAISUUS

MEDIA INFO 2026



# KANTRI

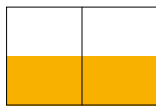
MONTHLY SUPPLEMENT OF MAASEUDUN TULEVAISUUS

**KANTRI** tells the story of rural life, people and phenomena in this time. Whether it is about everyday matters or the wonders of nature, Kantri offers new insights. It deals with the life stories of different people in a warm and touching way. That is why it has an exceptionally strong relationship with its readers. Kantri's content is studied in complete peace and with time. It is also something that people return to. That is why it offers advertising a high-quality, positive environment and a target group with purchasing power, whose households do not shy away from even large purchases.

## PRICE LIST 2026



**2/1 spread**  
520 x 340 mm  
+ 5mm bleeds  
**10 150 €**



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



**Inside / back cover**  
260 x 340 mm  
+ 5mm bleeds  
**5 900 €**



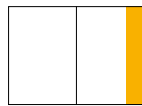
**1/1 page**  
260 x 340 mm  
+ 5mm bleeds  
**5 600 €**



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



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



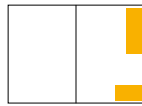
**1/4 page, vertical**  
68 x 340 mm  
+ 5mm bleeds  
**2 090 €**



**1/4 page, horizontal**  
260 x 85 mm  
+ 5mm bleeds  
**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 €**

**154 000**  
readers (NRS 2025)

**95 %**

of readers owns  
at least one car

**28 %**

of readers are  
families with children

**42 %**

of readers are  
WOMEN

**23 %**

is a farmer or  
other entrepreneur

**86 %**

live in detached  
houses, separate  
houses, or  
farmhouses

## Nice to know

## AD SALES

### Reservations and materials

+358 20 413 2321 | ilmoitus@mt.fi

Contact your contact person

for more information:

firstname.lastname@viestimedia.fi

### Media Sales

#### 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

#### Antti Karvonen

Sales Manager

+358 50 565 0940

#### Jukka Mäkitalo

Key Account Manager

+358 50 321 7812

#### Marko Nuolioja

Sales Manager

+358 50 470 0813

#### Maija Tuomala

Sales Manager

+358 40 663 8473

#### 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

### Publisher

Viestimedia Oy

### Printing house

Lehtisepät Oy, Varkaus

## MATERIAL INSTRUCTIONS

PDF is the recommended format for complete materials:

- aspect ratio 1:1
- 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 2026

ISSUE	PUBLICATION	MATERIALS	RESERVATION	THEMES
01	28.1.	19.1.	15.12.	Well-being for everyday life
02	4.3.	23.2.	2.2.	Pets and toys
03	8.4.	30.3.	9.3.	Home improvement
04	6.5.	27.4.	6.4.	Spring and exercise
05	10.6.	1.6.	4.5.	Wonderful homeland offers summer experiences
06	12.8.	3.8.	15.6.	Back to school and hobbies
07	23.9.	14.9.	31.8.	Home and interior design
08	21.10.	12.10.	21.9.	Books and culture
09	25.11.	16.11.	19.10.	Crafts and DIY
10	16.12.	7.12.	23.11.	Christmas issue