

MT SUOMALAINEN **MAASEUTU**

MEDIA INFORMATION 2026



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 and 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 several times during the month until the new magazine is published. Suomalainen Maaseutu serves and activates its readers and, according to research, is 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 2026

ISSUE	PUBLICATION	MATERIALS	THEME
1	26.1.2026	16.1.2026	Sarka fair , construction, contracting
2	23.2.2026	13.2.2026	Maintenance, forestry, soil improvement
3	23.3.2026	13.3.2026	Rysky fair , grass and grass choppers
4	20.4.2026	10.4.2026	Livestock farming, energy
5	18.5.2026	8.5.2026	Forestry, firewood, road maintenance
6	22.6.2026	12.6.2026	Farmari fair , combine harvesters, contracting
7	8.7.2026	29.6.2026	Tourism, grain dryers
8	10.8.2026	31.7.2026	Lepaa fair , autumn grains
9	14.9.2026	4.9.2026	Livestock, soil improvement / cultivation
10	5.10.2026	25.9.2026	Helsingin Machinery fair , machinery, energy
11	11.11.2026	2.11.2026	Machinery trade, economy, trading machines
12	7.12.2026	27.11.2026	Preventive maintenance, self-sufficiency, forestry

AD PRICE LIST 2026

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 €

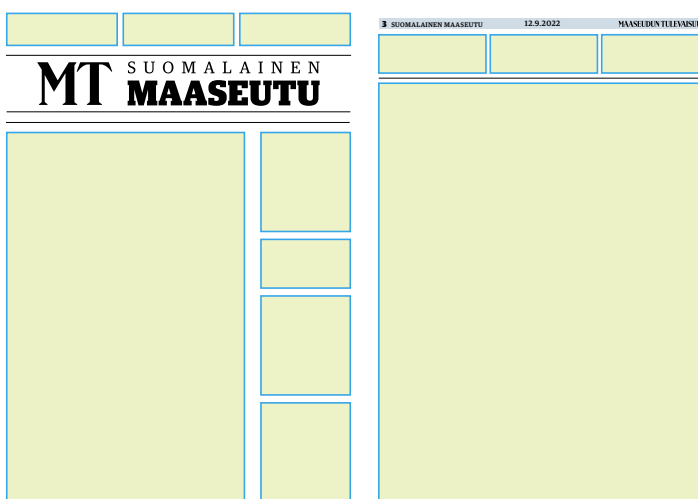
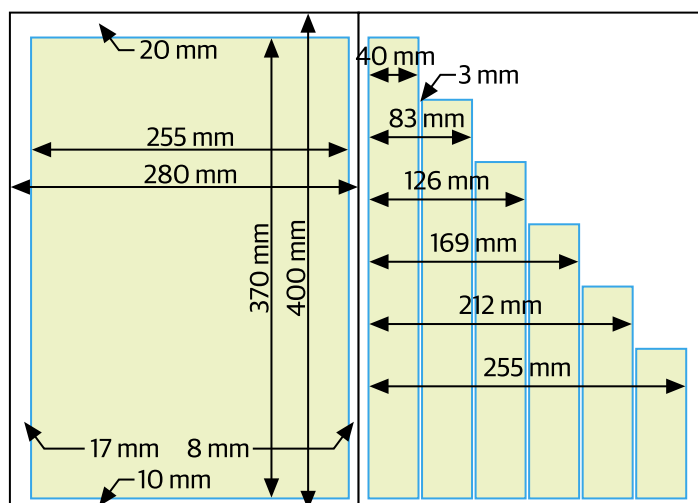
Send the advertisement information, photo and billing information by email to: ilmoitus@suomalainenmaaseutu.fi about a week before the publication, or call +358 20 413 2321.

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	Width	Height
Big ad	255 mm	330 mm
Eye corners x 3	83 mm	30 mm



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)

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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.

viestimedia.fi | Simonkatu 6 (PO Box 440), FI-00100 HELSINKI | +358 20 413 2100 | Since 1916