





MAASEUDUN TULEVAISUUS 110

MEDIA INFORMATION 2026



PUBLICATION SCHEDULE AND THEMES 2026

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

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<p>16.1.</p> <p>Theme Cars & traffic</p>  <p>21.1.</p> <p>Tax instructions materials 12.1.</p>	<p>25.2.</p> <p>Theme Sowing seeds</p>  <p>11.2.</p> <p>Education materials 2.2.</p>	<p>4.3.</p> <p>Theme Construction</p>	<p>1.4.</p> <p>Huge EASTER EDITION</p> <p>22.4.</p> <p>Theme Grass forage</p>  <p>15.4.</p> <p>Subsidies guide materials 2.4.</p>	<p>4.5.</p> <p>Theme Cottage</p> <p>6.5.</p> <p>Theme Sowing seeds</p>	<p>17.6.</p> <p>Huge MIDSUMMER EDITION</p>  <p>17.6.</p> <p>Farmari fair materials 8.6.</p>
<p>26.1.</p> <p>Forestry theme: Wood harvesting materials: 21.1.</p>	<p>23.2.</p> <p>Forestry theme: Forest trade materials: 18.2.</p>	<p>30.3.</p> <p>Forestry theme: Wood construction materials: 25.3.</p>	<p>27.4.</p> <p>FOREST OWNER -edition materials: 21.4.</p>	<p>1.6.</p> <p>Forestry theme: Self-employed forestry work materials: 27.5.</p>	
<p>28.1.</p> <p>Kantri 1 materials: 19.1. Well-being for everyday life</p>	<p>4.3.</p> <p>Kantri 2 materials: 23.2. Pets and toys</p>	<p>8.4.</p> <p>Kantri 3 materials: 30.3. Home improvement</p>	<p>6.5.</p> <p>Kantri 4 materials: 27.4. Spring and exercise</p>	<p>10.6.</p> <p>Kantri 5 materials: 1.6. Homeland summer experiences</p>	
<p>26.1.</p> <p>SM 1 materials: 16.1. Sarka fair, construction, contracting</p>	<p>23.2.</p> <p>SM 2 materials: 13.2. Maintenance, forestry, soil improvement</p>	<p>23.3.</p> <p>SM 3 materials: 13.3. Rysky fair, grass and grass choppers</p>	<p>20.4.</p> <p>SM 4 materials: 10.4. Livestock, energy</p>	<p>18.5.</p> <p>SM 5 materials: 8.5. Forest, firewood, road maintenance</p>	<p>22.6.</p> <p>SM 6 materials: 12.6. Farmari fair, combine harvesters, contracting</p>

PUBLICATION EXCEPTIONS

No issue on Fri Jan 2nd, Wed Jan 7th, Fri Apr 3rd, Mon Apr 6th,
Fri May 1st, Fri May 15th, Fri Jun 19th, Fri Dec 25th.

MT INSERTS CAN
ALSO BE READ IN
THE E-PAPER!

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>31.7.</p> <p>Theme The Royal Races in Finland</p>	<p>12.8.</p> <p>Theme Grain</p>	<p>2.9.</p> <p>Theme Finnish food</p>	<p>28.10.</p> <p>Theme Pets</p>	<p>11.11.</p> <p>Theme Farm animal production</p>	<p>9.12.</p> <p>Theme Sowing seeds</p>
	<p>28.8.</p> <p>Theme Cars & traffic</p>	<p>23.9.</p> <p>Theme Sowing seeds</p>		<p>18.11.</p> <p>Theme Special crops</p>	<p>21.12.</p> <p>Huge CHRISTMAS EDITION</p>
		<p>28.9.</p> <p>Theme Helsinki Agricultural Machinery Trade -fair</p> <p>MT 110 VUOTTA</p> <p>Special Edition 30.9.</p>			
<p>6.7.</p> <p>Forestry theme: Diversity materials: 1.7.</p>		<p>14.9.</p> <p>Forestry theme: Hunting and outdoor materials: 9.9.</p>	<p>26.10.</p> <p>FOREST OWNER -edition materials: 20.10.</p>	<p>30.11.</p> <p>Forestry theme: From generation to another materials: 25.11.</p>	<p>21.12.</p> <p>Forestry theme: Forest owner's economy materials: 16.12.</p>
	<p>12.8.</p> <p>Kantri 6 materials: 3.8. Back to school and hobbies</p>	<p>23.9.</p> <p>Kantri 7 materials: 14.9. Home and interior design</p>	<p>21.10.</p> <p>Kantri 8 materials: 12.10. Books and culture</p>	<p>25.11.</p> <p>Kantri 9 materials: 16.11. Crafts and DIY</p>	<p>16.12.</p> <p>Kantri 10 materials: 7.12. Christmas issue</p>
<p>8.7.</p> <p>SM 7 materials: 29.6. Tourism, dryers</p>	<p>10.8.</p> <p>SM 8 materials: 31.7. Lepaa fair, autumn grain</p>	<p>14.9.</p> <p>SM 9 materials: 4.9. Livestock, soil improvement / cultivation</p>	<p>5.10.</p> <p>SM 10 materials: 25.9. Helsinki Agricultural Machinery -fair, machinery, energy</p>	<p>11.11.</p> <p>SM 11 materials: 2.11. Machinery trade, economy, exchange machines</p>	<p>7.12.</p> <p>SM 12 materials: 27.11. Preventive maintenance, security of supply, forest</p>

A UNIQUE AGRICULTURAL, FORESTRY AND PROVINCIAL MEDIA

MAASEUDUN TULEVAISUUDESTA (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 231 000 committed readers (NRS 2025). The website MT.FI, which operates alongside the printed newspaper, reaches about 500 000 weekly visitors (GA4 2025).

MAASEUDUN TULEVAISUUS

- Published on Mondays, Wednesdays and Fridays
- The second most read daily newspaper in Finland
- Total reach of **561 000** (NRS 2025)
- 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, ca. **500 000** per week (GA4 2025)
- Cost-effective way to reach Finns, as well as rural entrepreneurs and forest owners

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 **154 000** (NRS 2025)

SUOMALAINEN MAASEUTU

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

- The number one sales channel for machinery dealers
- Readership of **121 000** (NRS 2025)



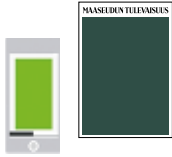
Publisher: Viestimedia Oy
Party position: Neutral
Editor-in-chief: Jussi Orell
Printing house: Lehtisepät Oy, Varkaus

MT AD PRICE LIST 2026

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

MULTICHANNEL FRONT PAGE *

(8 x 460 mm)



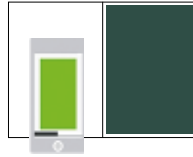
30 890 €

FO 32 430 € ***

incl. digital front page 718x869px
(print only 25 090 €)

MULTICHANNEL FULL PAGE **

(8 x 510 mm)



22 870 €

FO 24 010 € ***

incl. digital full page 620x891px
(print only 20 950 €)

MULTICHANNEL BACK COVER **

(8 x 460 mm)



24 670 €

FO 25 900 € ***

incl. digital full page 620x891px
(print only 22 750 €)

BACK COVER, HALF

(8 x 255 mm)

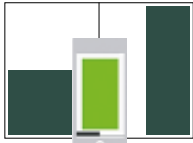


12 250 €

FO 12 859 € ***

MULTICHANNEL HALF PAGE **

(8 x 255 mm / 4 x 490 mm)



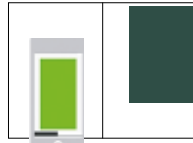
11 430 €

FO 11 930 € ***

incl. wide skyscraper 300x600px
(print only 9 990 €)

MULTICHANNEL TABLOID **

(5 x 365 mm)



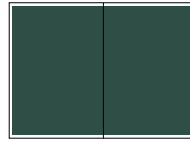
11 320 €

FO 11 790 € ***

incl. digital full page 620x891px
(print only 9 400 €)

SPREAD

(776 x 510 mm)

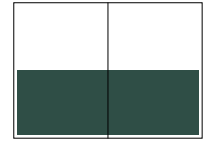


37 300 €

FO 39 100 € ***

HALF SPREAD

(776 x 255 mm)



21 500 €

FO 22 550 € ***

MULTICHANNEL SOLUTIONS

* MT MULTICHANNEL FRONT PAGE

In print, front page reaches over 231 000 readers, and it also covers the digital E-Paper! Online it reaches 80 000–190 000 readers depending on the news day. The advertisement appears on the MT.FI homepage and landing pages on all devices until the next issue is published (Mon-Tue, Wed-Thu, Fri-Sun). It is shown to the visitor once a day, and the visitor can close it if they wish.

** MT MULTICHANNEL FULL PAGE / TABLOID / HALF PAGE

In print, the advertisement reaches over 231 000 readers, and it 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.

EYE CORNERS

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



*** FOREST OWNER EDITION

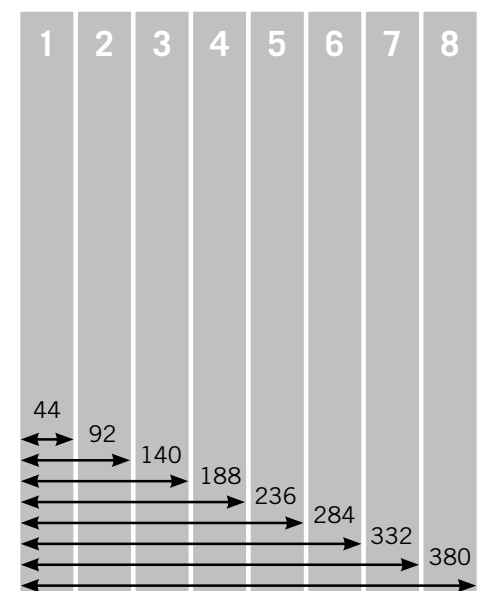
PUBLISHED	MATERIALS	RESERVATIONS
27.4.2026	21.4.	16.4.
26.10.2026	20.10.	15.10.

COLUMN ADS

	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
	(norm / Forest Owner / column millimeter)	

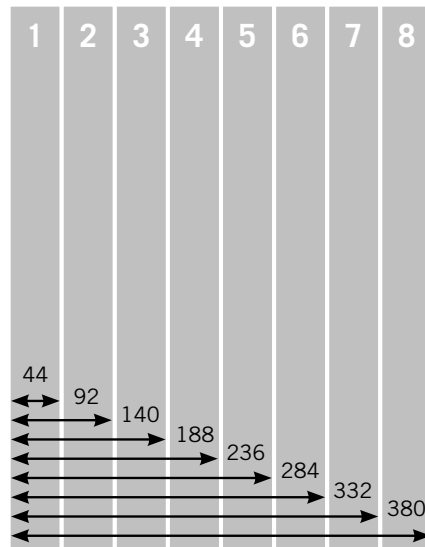
Special placing	Size	Price
Horse pages (Fri)	92 x 200 mm	2 350 €
Food section (Fri)	380 x 125 / 188 x 255 mm	5 990 €
Readings section (Fri)	380 x 255 mm	10 600 €

MT COLUMN WIDTHS

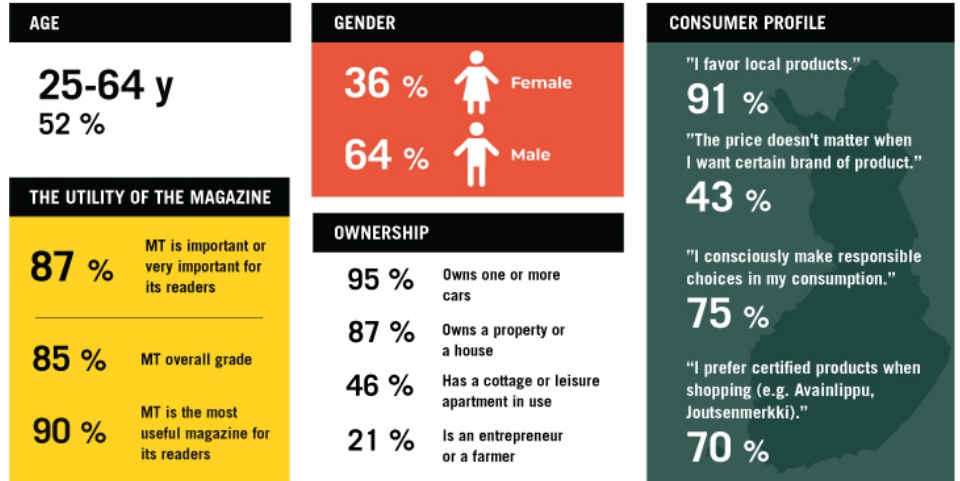


MATERIAL INSTRUCTIONS 2026, PRINT

MT COLUMN WIDTHS



MT READER PROFILE



Source: NRS (2025)

Front page ad size	380 x 460 mm
Full page ad size	380 x 510 mm
Back cover ad size:	
- full page	380 x 460 mm
- otherwise max height can be	255 mm
Spread ad size	776 x 510 mm
Full column ad height:	
- in text	490 mm
- in classified ads	490 mm
Eye corners	
- front page	60 x 30 mm
- back cover	92 x 30 mm
Minimum ad sizes	
- 4-colour ads in text	200 cmm
- 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.

Ad reservations and materials

+358 20 413 2321

ilmoitus@mt.fi

Material formats

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.

Colour profile for images (CMYK): KSLM_IFRA26v5, resolution at least 200 dpi.

Include the sender's contact information in the message.

Material delivery

Materials under 10 MB via email:
ilmoitus@mt.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: ilmoitus@mt.fi or +358 20 413 2471

See instructions online:

www.viestimedia.fi/en/for-advertiser

Maaseudun Tulevaisuus ad automation service

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

Advertising deadlines with ad automation service

Publication date	Deadline
Monday	Fri at 10.00
Wednesday	Tue at 10.00
Friday	Thu at 10.00

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 offers advertisers a respected, domestic media environment known for its reliability. Current and high-quality content attracts almost half a million visitors every week (500 000 weekly visitors ^{GA4 2025}). Through programmatic advertising, we are able to build very specific target groups according to the customer's needs. The content of the site is of particular interest to Finns interested in rural areas, food production, forests, entrepreneurship and society. MT.FI's audience is active and has purchasing power, and it is often difficult to reach them through other media.

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 €)

RICH MEDIA SOLUTIONS

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 €)

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 **11 000 readers per month** ^(NRS 2025). 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.FI 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.

PROGRAMMATIC BUYING

Our programmatic buying solutions are constantly being developed to meet market needs. Advertising campaigns can be purchased both directly and through open auctions using the most popular DSP systems. The majority of our advertising inventory is available through programmatic buying. Pricing and targeting are tailored to each client's needs and implementation.

FOR MORE INFORMATION:
majja.virta@viestimedia.fi

**SEE
MATERIALS
INSTRUCTIONS**
VIESTIMEDIA.FI





Maija Syyrakki
Sales Director
maija.syyrakki@viestimedia.fi
+358 40 484 1211



Pirjo Haapanen
Sales Group Manager
pirjo.haapanen@viestimedia.fi
+358 40 743 0556



Hannu Toivonen
Sales Group Manager
hannu.toivonen@viestimedia.fi
+358 400 120 571



Antti Karvonen
Sales Manager
antti.karvonen@viestimedia.fi
+358 50 565 0940



Jukka Mäkitalo
Key Account Manager
jukka.makitalo@viestimedia.fi
+358 50 321 7812



Marko Nuolioja
Sales Manager
marko.nuolioja@viestimedia.fi
+358 50 470 0813



Maija Tuomala
Sales Manager
maija.tuomala@viestimedia.fi
+358 40 663 8473



Anna-Liisa Vehkaoja
Marketing and Research Manager
anna-liisa.vehkaoja@viestimedia.fi
+358 40 729 1335



Janne Vierimaa
Sales Manager
janne.vierimaa@viestimedia.fi
+358 44 970 4578



Maija Virta
Programmatic Manager
maija.virta@viestimedia.fi
+358 40 561 4574

SALES SERVICE
+358 20 413 2321
ilmoitus@mt.fi

ONLINE SERVICE / ADOPS
verkkoaineistot@viestimedia.fi



Sari Koskelainen
Sales Service Manager
sari.koskelainen@viestimedia.fi
+358 20 413 2288



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