

KANTRI

MONTHLY SUPPLEMENT OF MAASEUDUN TULEVAISUUS

MEDIA INFO 2026

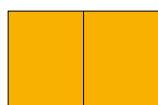


KANTRI

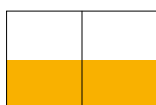
MONTHLY SUPPLEMENT OF MAASEUDUN TULEVAISUUS

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.

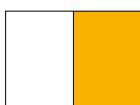
PRICE LIST 2026



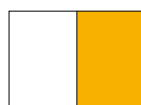
2/1 spread
520 x 340 mm
+ 5mm bleeds
10 150 €



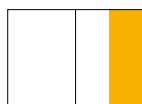
1/2 spread
520 x 169 mm
+ 5mm bleeds
5 700 €



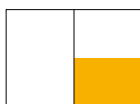
Inside / back cover
260 x 340 mm
+ 5mm bleeds
5 900 €



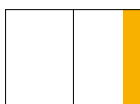
1/1 page
260 x 340 mm
+ 5mm bleeds
5 600 €



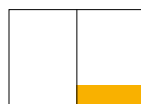
1/2 page, vertical
127 x 340 mm
+ 5mm bleeds
3 350 €



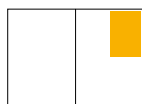
1/2 page, horizontal
260 x 169 mm
+ 5mm bleeds
3 350 €



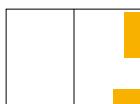
1/4 page, vertical
68 x 340 mm
+ 5mm bleeds
2 090 €



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

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

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

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