Metsänomistajan

AARRE

Media information 2027





READER HOUSEHOLDS

86 % lives in owner-occupied housing

51 % has a cottage in use

35 % owns forest

93 % has at least one car

SOURCE
NRS 2026

Metsänomistajan Aarre is the most popular forestry magazine in Finland

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 94 200 (NRS 2026). The online content of Metsänomistajan Aarre can be found at MT.FI. The MT.FI/metsä section attracts about 215 000 visitors weekly (GA2026). Ask Your contact person about digital advertising opportunities!

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

Themes and publication dates in 2027

ISSUE	PUBLICATION	MATERIALS	THEMES
Nr 1	25.1.	4.1.	Tax instructions. First thinning with a small logging and driving machine. Land sale for large industrial projects.
Nr 2	22.2.	2.2.	How does long-term forest rental work? Large battery-powered chainsaws are being tested. Timber trade outlook for spring.
Nr 3	22.3.	2.3.	Introducing the log splitter. What is a good amount of wood for a log splitter? Grazing animals as caretakers of saplings.
Nr 4	19.4.	30.3.	Introducing a sturdy clearing saw. Where should you invest your timber business income?
Nr 5	24.5.	29.4.	Introducing a new chainsaw. What are the prices and agreements for landscape-based additional land sales with cottagers?
Nr 6	28.6.	8.6.	Testing different berry picking tools. Tools for consistently profitable and risk-averse forestry management.
Nr 7	30.8.	10.8.	Testing affordable universal chainsaws. Experiences from family's shared forest. Autumn timber market outlook.
Nr 8	27.9.	7.9.	How to make a spruce tree grown under a birch tree succeed? Testing forestry worker outfit. Timber trade taxes and forestry reductions.
Nr 9	25.10.	5.10.	Transporting wood by ATV and cart. Life cycle of a forest. What should be considered in spatial arrangements between siblings?
Nr 10	22.11.	2.11.	Identifying growing site type. Testing logger helmets with Bluetooth connectivity. Is natural value trade a source of income?
Nr 11	20.12.	30.11.	Splitting logs with a chainsaw. Growing conifers.

Metsänomistajan Aarre Reader Profile

- **94 200** readers (printed magazine)
- men **66 %**, women **34 %**
- **40 %** of readers are 25-64 years old
- **93 %** have a car in their household
- **79 %** live in a household of two or more people
- **86 %** live in owner-occupied housing
- **68 %** lives in a detached house, separate house, or farmhouse
- **9 %** a farmer or other entrepreneur
- **51 %** has a cottage or leisure apartment in use
- **80 %** wears eye glases or contact lenses

INTERESTS

- **35 %** cars or motor vehicles
- **26 %** fishing
- **27 %** hunting
- **41 %** economic and finance
- **48 %** construction and renovation

SOURCE
NRS 2026

Ad Sizes and Prices

2/1 spread 5970 €
M: 406 x 258 mm
T: 450 x 300 mm
(+ 5 mm bleeds)

1/1 page 3890 €
2. & 3. cover 4230 €
M: 184 x 258 mm
T: 225 x 300 mm
(+ 5 mm bleeds)

1/2 page, vertical 2025 €
M: 89 x 258 mm
T: 111 x 300 mm
(+ 5 mm bleeds)

1/2 page, landscape 2025 €
M: 184 x 126 mm
T: 225 x 144 mm
(+ 5 mm bleeds)

1/3 page, vertical 1350 €
M: 58 x 258 mm
T: 80 x 300 mm
(+ 5 mm bleeds)

1/4 page, horizontal 1015 €
M: 184 x 67 mm
T: 225 x 86 mm
(+ 5 mm bleeds)

1/4 page, corner 1015 €
M: 89 x 126 mm
T: 111 x 150 mm
(+ 5 mm bleeds)

1/6 page, vertical 810 €
M: 58 x 120 mm
T: 80 x 144 mm
(+ 5 mm bleeds)

Back cover 4440 €
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

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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