MEDIA INFO 2027

KANTRI

MONTHLY SUPPLEMENT OF MAASEUDUN TULEVAISUUS



KANTRI

MONTHLY SUPPLEMENT OF MAASEUDUN TULEVAISUUS

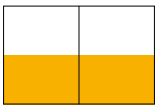
KANTRI tells the story of rural life, people and phenomena in this time. Whether it is about everyday matters or the wonders of nature, Kantri offers new insights. It deals with the life stories of different people in a warm and touching way. That is why it has an exceptionally strong relationship with 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 2027

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



2/1 spread
520 x 340 mm
+ 5mm bleeds
10 350 €



1/2 spread
520 x 169 mm
+ 5mm bleeds
5 800 €



Inside / back cover
260 x 340 mm
+ 5mm bleeds
6 000 €



1/1 page
260 x 340 mm
+ 5mm bleeds
5 700 €



1/2 page, vertical
127 x 340 mm
+ 5mm bleeds
3 400 €



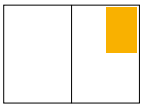
1/2 page, horizontal
260 x 169 mm
+ 5mm bleeds
3 400 €



1/4 page, vertical
68 x 340 mm
+ 5mm bleeds
2 150 €



1/4 page, horizontal
260 x 85 mm
+ 5mm bleeds
2 150 €



1/4 page, corner
113 x 151 mm
2 150 €



1/8 page
54 x 151 mm (vertical)
113 x 75 mm (horizontal)
800 €

Nice to know

SOURCE: NRS 2026)

138 200
readers (NRS 2025)

43 %
of readers are WOMEN

96 %
of readers owns at least one car

23 %
is a farmer or other entrepreneur

36 %
of readers are interested in gardening and plants

86 %
live in detached houses, separate houses, or farmhouses

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

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 Group Manager
+358 44 970 4578

Timo Vinkki
Sales Manager
+358 400 339 740

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 2027

In every magazine: well-being, food stories, columns, "Vihertää ja itää" gardening column.

ISSUE	PUBLICATION	MATERIALS	RESERVATION	THEMES
01	3.2.	25.1.	28.12.	Well-being and winter joy
02	3.3.	22.2.	1.2.	Crafts and craftsmen
03	31.3.	18.3.	8.3.	Home improvement
04	5.5.	26.4.	5.4.	Springtime and cottage life
05	9.6.	31.5.	3.5.	Summertime homeland
06	18.8.	9.8.	9.6.	Back to school and hobbies
07	6.10.	27.9.	30.8.	Books and culture
08	3.11.	25.10.	4.10.	Kantri 20 years anniversary magazine
09	1.12.	22.11.	1.11.	Christmas issue