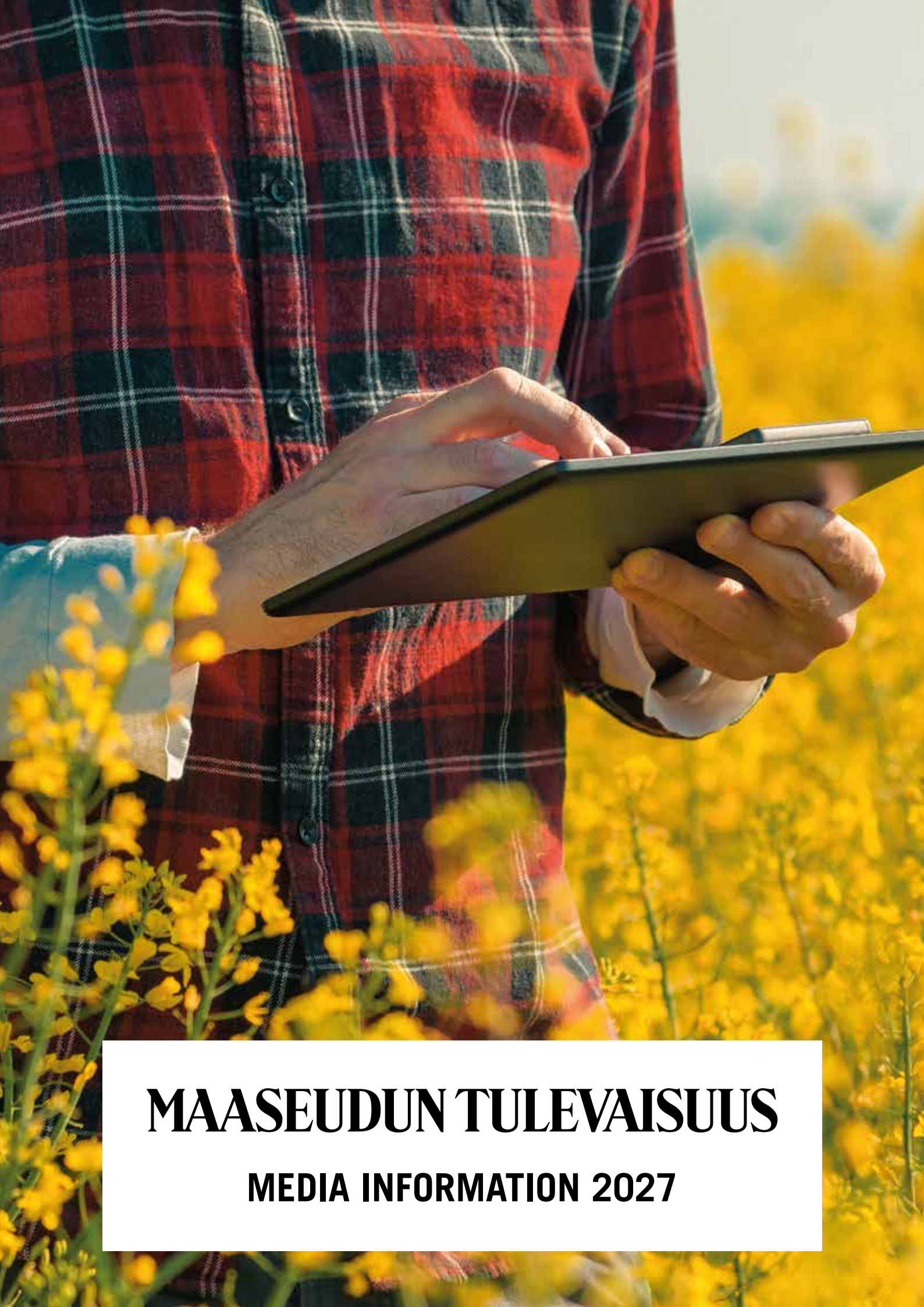


MAASEUDUN TULEVAISUUS

MEDIA INFORMATION 2027

PUBLICATION SCHEDULE AND THEMES 2027

Maaseudun Tulevaisuus is published on Mondays, Wednesdays and Fridays, a total of 148 times in 2027. Kantri and Suomalainen Maaseutu inserts are published between the magazines.

JANUARY

15.1.

Theme
Cars and traffic



13.1.
Tax instructions
materials 4.1.

20.1.
Suomalainen Maaseutu 1/2027
materials: 8.1.
Sarka fair, construction, contracting

FEBRUARY

24.2.

Theme
Sowing seeds



10.2.
Education
materials 1.2.

15.2.
Forestry theme: Wood harvesting
materials: 10.2.

3.2.
Kantri 1
materials: 25.1.
Well-being and winter joys

15.2.
Suomalainen Maaseutu 2/2027
materials: 3.2.
Maintenance, forestry, soil improvement

MARCH

3.3.

Theme
Construction

24.3.

Huge
Easter edition

15.3.
Forestry theme: Forest estate transaction
materials: 10.3.

3.3.
Kantri 2
materials: 22.2.
Crafts and craftsmen

15.3.
Suomalainen Maaseutu 3/2027
materials: 1.3.
Rysky fair, grass and grass choppers

APRIL

21.4.

Theme
Grass forage

28.4.

Theme
Sowing seeds



14.4.
Subsidies guide
materials 5.4.



30.4.
ProForest
materials 21.4.

12.4.
Forest owner -edition
materials: 6.4.

31.3.
Kantri 3
materials: 18.3.
Home improvement

19.4.
Suomalainen Maaseutu 4/2027
materials: 9.4.
Livestock farming, energy

MAY

5.5.

Theme
Cottage

17.5.
Forestry theme: Wood construction
materials: 12.5.

5.5.
Kantri 4
materials: 26.4.
Springtime and cottage life

10.5.
Suomalainen Maaseutu 5/2027
materials: 30.4.
ProForest event, forestry, firewood, road maintenance

JUNE

23.6.

Huge
Midsummer edition



30.6.
OKRA
materials 21.6.

14.6.
Forestry theme: Self-employed forestry work
materials: 9.6.

9.6.
Kantri 5
materials: 31.5.
Summertime homeland

PUBLICATION EXCEPTIONS

Due to holidays, no issue on Fri 1.1., Fri 26.3., Mon 29.3., Fri 7.5., Fri 25.6., Mon 6.12., Fri 24.12., Fri 31.12.

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

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
30.7. Theme **The Royal Races in Finland**	**11.8.** Theme **Grain**	**1.9.** Theme **Finnish food**	**6.10.** Theme **KoneAgria**	**10.11.** Theme **Farm animal production**	**8.12.** Theme **Sowing seeds**
	27.8. Theme **Cars and traffic**	**22.9.** Theme **Sowing seeds**	**27.10.** Theme **Pets**	**17.11.** Theme **Special crops**	**22.12.** Huge **Christmas edition**
5.7. **Forestry theme: Diversity** materials: 30.6.		**20.9.** **Forestry theme: Hunting and outdoor** materials: 15.9.	**18.10.** **Forest owner -edition** materials: 12.10.	**15.11.** **Forestry theme: From generation to another** materials: 10.11.	**13.12.** **Forestry theme: Forest owner's economy** materials: 8.12.
	18.8. **Kantri 6** materials: 9.8. Back to school and hobbies		**6.10.** **Kantri 7** materials: 27.9. Books and culture	**3.11.** **Kantri 8** materials: 25.10. Kantri 20 years anniversary	**1.12.** **Kantri 9** materials: 22.11. Christmas issue
5.7. **Suomalainen Maaseutu 6/2027** materials: 21.6. Okra fair, tourism, combine harvesters	**9.8.** **Suomalainen Maaseutu 7/2027** materials: 26.7. Lepaa fair, autumn grains, contracting	**13.9.** **Suomalainen Maaseutu 8/2027** materials: 1.9. Livestock, soil improvement / cultivation	**11.10.** **Suomalainen Maaseutu 9/2027** materials: 29.9. KoneAgria fair, machinery, energy	**22.11.** **Suomalainen Maaseutu 10/2027** materials: 10.11. Machinery trade, economy, exchange machines	

A UNIQUE AGRICULTURAL, FORESTRY AND PROVINCIAL MEDIA

MAASEUDUN TULEVAISUUDESTA (MT) has established itself as one of the best-known and most respected media brands in Finland. The newspaper's strengths are its bold approach to journalism, its distinctive style and its continuous ability to innovate and offer its readers ever broader and more diverse content. As a printed newspaper, Maaseudun Tulevaisuus is **the second most read newspaper in Finland** and reaches **211 000** committed readers. (NRS 2026) Digitally, MT.FI tcomplements the whole, reaching approximately **560 000 users** each week. (GA4 2026)



MAASEUDUN TULEVAISUUS

- Published in print three times a week: Mondays, Wednesdays and Fridays
- The second most read daily newspaper in Finland
- Total reach of **619 000** readers (NRS 2026)
- The most central and reliable source of information for Finnish agricultural entrepreneurs
- Nationwide circulation and comprehensive distribution throughout Finland
- **FOREST OWNER** special issue is published twice a year. It reaches not only subscribers to Maaseudun Tulevaisuuden but also the largest forest owners in Finland (ditribution about 120 000 copies).



MT.FI

MT.FI is Finland's leading news and content service for the agricultural and forestry sector, which effectively reaches both industry professionals and the wider Finnish audience. The rapidly growing digital media offers visibility in an environment where users are committed to the content and interested in current phenomena, investments and solutions.

- Approximately **560 000** users per week. (GA4 2026)
- Innovative and versatile advertising solutions effectively support building awareness, acquiring leads and the effectiveness of campaigns.
- A cost-effective way to reach rural entrepreneurs, forest owners and the Finnish audience with purchasing power.
- The digital environment enables precisely targeted campaigns and visibility on different devices.



KANTRI

Kantri is a monthly supplement of Maaseudun Tulevaisuus. Kantri contains news and atmosphere from outside the urban area with a slightly more relaxed approach and a touch of the wilder countryside.

- Publised **9 times a year** as a supplement in Maaseudun Tulevaisuus
- Number of readers **138 200**. (NRS 2026)

SUOMALAINEN MAASEUTU

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

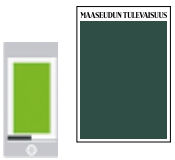
- The number one sales channel for machinery dealers
- Readership of **110 700**. (NRS 2026)

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

MT AD PRICE LIST 2027

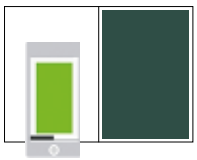
Advertising and media agency fee -15%. Specified position surcharge +15 %.
Changes possible. Value added tax (VAT) is added to the prices.

MULTICHANNEL FRONT PAGE*
(8 x 460 mm)



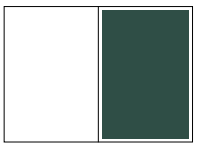
31 500 €
F0 33 080 € ***
incl. digital front page 718x869px
(print only 25 584 €)

MULTICHANNEL FULL PAGE**
(8 x 510 mm)



23 300 €
F0 24 490 € ***
incl. digital full page 620x891px
(print only 21 340 €)

MULTICHANNEL BACK COVER**
(8 x 460 mm)



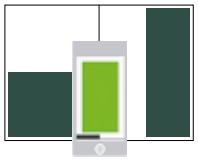
25 160 €
F0 26 420 € ***
incl. digital full page 620x891px
(print only 23 200 €)

BACK COVER, HALF
(8 x 255 mm)



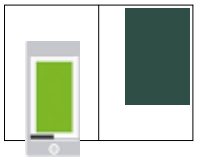
12 500 €
F0 13 120 € ***

MULTICHANNEL HALF PAGE**
(8 x 255 mm / 4 x 490 mm)



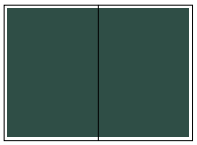
11 660 €
F0 12 170 € ***
incl. wide skyscraper 300x600px
(print only 10 190 €)

MULTICHANNEL TABLOID**
(5 x 365 mm)



11 550 €
F0 12 030 € ***
incl. digital full page 620x891px
(print only 9 590 €)

SPREAD
(776 x 510 mm)



38 000 €
F0 39 880 € ***

SPREAD, HALF
(776 x 255 mm)



21 900 €
F0 23 000 € ***

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

	Size	Price
Front page	60 x 30 mm	400 € / **430 €**
Back cover	92 x 30 mm	400 € / **430 €**



*** FOREST OWNER EDITION

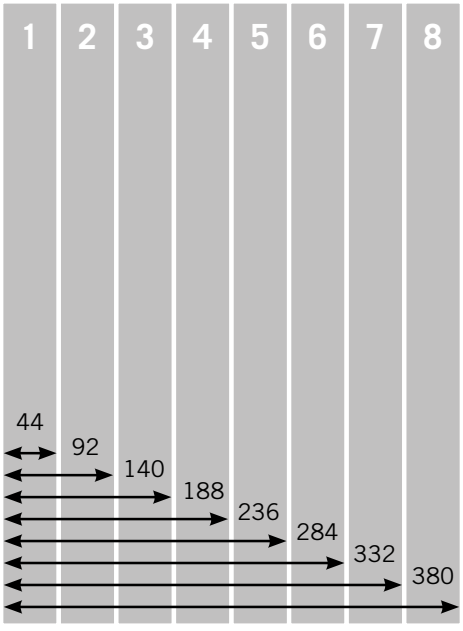
PUBLISHED	MATERIALS	RESERVATIONS
12.4.2027	6.4.	1.4.
18.10.2027	12.10.	7.10.

COLUMN ADS

	4-colour, €
	standard edition / **Forest Owner** edition / column millimeter
In text	5,30 / **5,60** / cmm
3. page and back cover	6,10 / **6,40** / cmm
Luokitellut ilmoitukset	
After text (TJ)	5,30 / **5,60** / cmm
Line notification, 2–5 lines	9,60 / **10,00** / line
Family and death notices	4,60 / **4,80** / cmm
Job, education and course announcements	
Jobs	5,60 / **5,90** / cmm
Education and courses	5,30 / **5,60** / cmm

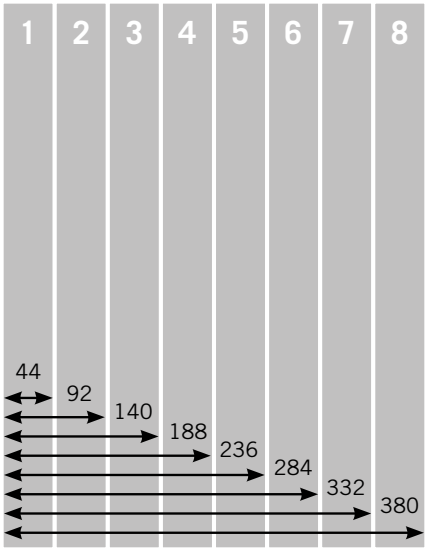
Special placing	Size	Price
Horse pages (Fri)	92 x 200 mm	2 400 €
Food section (Fri)	380 x 125 / 188 x 255 mm	6 100 €
Readings section (Fri)	380 x 255 mm	10 800 €

MT COLUMN WIDTHS

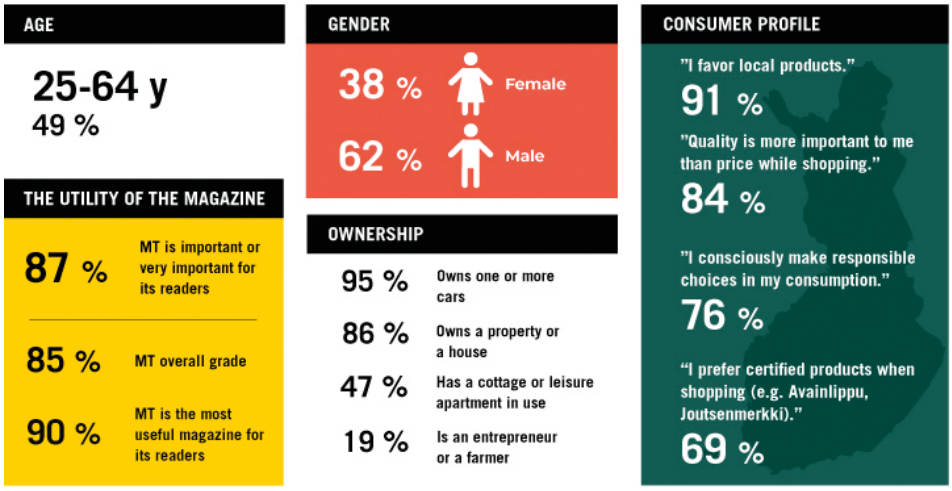


MATERIAL INSTRUCTIONS 2027, PRINT

MT COLUMN WIDTHS



MT READER PROFILE



Source: NRS (2026)

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.

ADVERTISING DEADLINES:

Publication date	Deadline
Monday	Fri at 10:00
Wednesday	Mon at 16:00
Friday	Wed at 16:00

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

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 high-quality and respected domestic media environment, whose strengths include high trust, a committed audience and a strong position as the leading digital news service in the agricultural and forestry sector. Current and diverse content reaches approximately **560 000** users weekly.(GA4 2026)

The digital environment enables effective and innovative advertising solutions, from impressive brand advertising to precisely targeted programmatic advertising. Target groups can be built very precisely according to the customer's goals and interests.

MT.FI's content appeals particularly to Finns interested in rural areas, food production, forests, entrepreneurship and social issues. The site's audience is active, committed and has purchasing power - a target group that is often challenging to reach effectively in other media.

DISPLAY

MAXI PARADE 980x552px, mobile 300x431px
Price **CPM 40 €** (RON 31 €)
– also in-banner video

PARADE 980x400px, mobile 300x300px
Price **CPM 37 €** (RON 28 €)
– also in-banner video

PANORAMA 980x120px, mobile 300x150px
Price **CPM 25 €** (RON 19 €)

GIANT RECTANGLE 468x400px, mobile 300x300px
Price **CPM 19 €** (RON 14 €)
– also in-banner video

SKYSCRAPER 160x600px, mobile 300x300px
Price **CPM 25 €** (RON 19 €)

WIDE SKYSCRAPER 300x600px
Responsive – the same material scales to tablet and mobile.
Price **CPM 25 €** (RON 19 €)

FULL PAGE 620x891px (jpg, gif, png). Responsive – the same material scales to tablet and mobile.
Price **CPM 33 €** (RON 25 €)

RICH MEDIA SOLUTIONS

FLUID SKIN – desktop only
Price **CPM 47 €** (RON 35 €)

TOPSCROLL
Price **CPM 44 €** (RON 33 €)

MIDSCROLL
Price **CPM 36 €** (RON 27 €)

MOBILE REEL EXPANDER
– mobile only
Price **CPM 44 €** (RON 33 €)

CUBE
Price **CPM 43 €** (RON 32 €)

FLUID PRODUCT CAROUSEL
Price **CPM 46 €** (RON 34 €)

VIDEO ADVERTISING

OUTSTREAM or article videos are presented alongside article content, separated by ad text, regardless of the device.

CPM 32 €

INSTREAM / PREROLL prominently displays your brand before editorial video content.

Preroll, vertical 9:16

Bumper 6 sec **CPM 20 €** (RON 15 €)
7-30 sec **CPM 35 €** (RON 27 €)
31-60 sec **CPM 45 €** (RON 38 €)

Preroll, horizontal 16:9

Bumper 6 sec **CPM 25 €** (RON 20 €)
7-30 sec **CPM 40 €** (RON 32 €)
31-60 sec **CPM 50 €** (RON 44 €)

NÄKÖISLEHTI

Maaseudun Tulevaisuus E-Paper is read by about **14 300 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 **1 530 € / week**
Video ad **1 530 € / week**
2-16 page insert **2 550 € / week**

NATIVE ADVERTISING

MT.FI native brings your content to the MT.FI online service, in a relevant and interesting media environment.

2 250 € / 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:
maija.virta@viestimedia.fi

MATERIALS

By email to:
verkkoaineistot@viestimedia.fi

See materials instructions: www.viestimedia.fi/mainostajalle



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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.

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