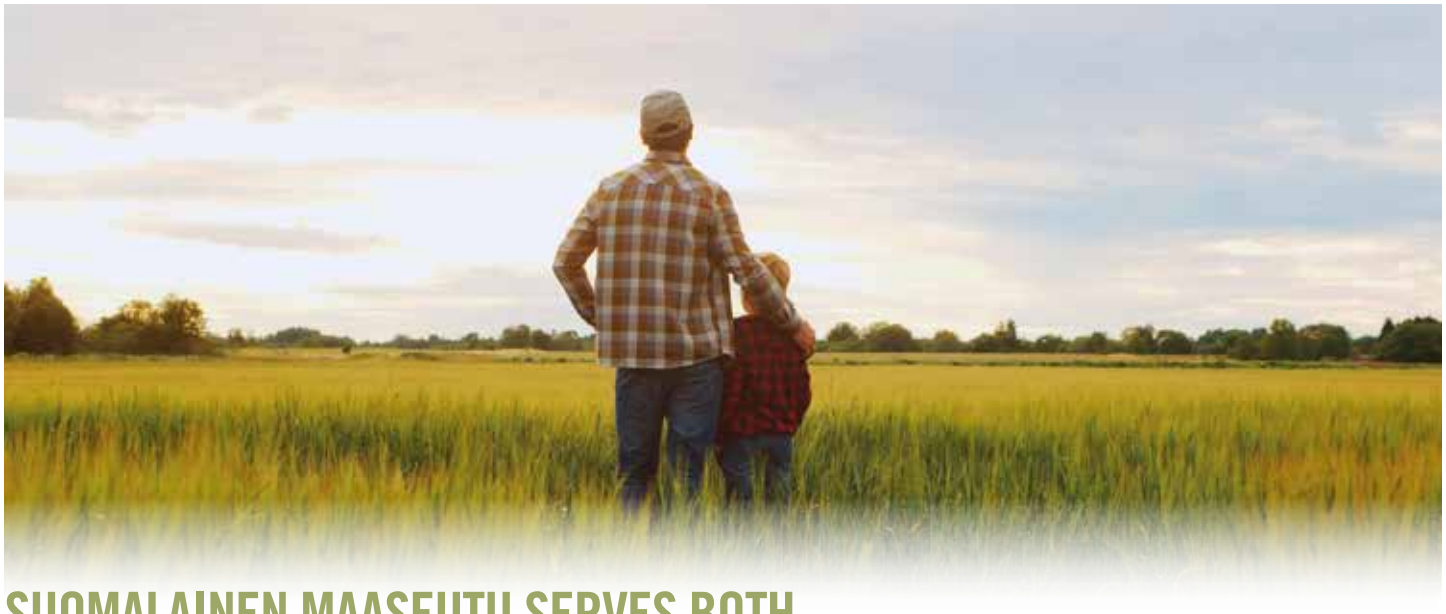
MT SUOMALAINEN MAASEUTU



MEDIA INFORMATION 2027



SUOMALAINEN MAASEUTU SERVES BOTH READERS AND ADVERTISERS



Suomalainen Maaseutu is a national professional magazine that is published 10 times a year between Maaseudun Tulevaisuus. The magazine focuses on rural life, entrepreneurship, machinery contracting, and industry trade and services, offering current and practical content to industry players.

The magazine's strength is its down-to-earth and relatable way of telling about Finnish rural entrepreneurs, their everyday lives, investments and solutions. Alongside the content, advertisers' messages reach a receptive target group in an environment where advertisements are also actively read. The magazine remains with its readers for a long time, is returned to several times a month and its content is carefully studied.

Suomalainen Maaseutu activates its readers and, according to research, is one of the leading publications in the agricultural industry. In addition to the printed magazine, the content can also be read on MT.FI.

PUBLICATION SCHEDULE AND THEMES 2027

ISSUE	PUBLICATION	MATERIALS	THEMES
1	20.1.2027	8.1.2027	**Sarka fair**, construction, contracting
2	15.2.2027	3.2.2027	Maintenance, forestry, soil improvement
3	15.3.2027	1.3.2027	**Rysky fair**, grass and grass choppers
4	19.4.2027	9.4.2027	Livestock farming, energy
5	10.5.2027	30.4.2027	**ProForest**, forestry, firewood, road maintenance
6	5.7.2027	21.6.2027	**Okra fair**, tourism, combine harvesters
7	9.8.2027	26.7.2027	**Lepaa fair**, autumn grains, contracting
8	13.9.2027	1.9.2027	Livestock, soil improvement / cultivation
9	11.10.2027	29.9.2027	**KoneAgria fair**, machinery, energy
10	22.11.2027	10.11.2027	Machinery trade, economy, trading machines

AD PRICE LIST 2027

Basic prices

Front page..... **6,00 € / cmm**
Back cover..... **5,10 € / cmm**
Inside covers..... 4,60 € / cmm
In text..... 4,50 € / cmm
Machinery pages..... 3,00 € / cmm
Front page modules 83x30 mm..... 380 € / pcs
Back cover modules 83x30 mm..... 280 € / pcs
Inserts and online advertising..... **Ask for an offer!**

Small ads for the agricultural exchange

Line ad 1x20 mm..... 41,80 €
Pictorial ad 1x50 mm..... 93,80 €

Value added tax (VAT) is added to the prices. Advertising agency fee according to a separate agreement. The magazine is not responsible for damages caused by the omission of the ad.

In text

2x150mm..... 1350€
1/4-page..... 2430€
1/2-page..... 4860€
1/1-page..... 9990€

Machinery pages

2x150mm..... 900€
1/4-page..... 1620€
1/2-page..... 3240€
1/1-page..... 6660€

Send the advertisement information, photo and billing information by email to: ilmoitus@suomalainenmaaseutu.fi about a week before the publication, or call +358 20 413 2321.

TECHNICAL SPECIFICATIONS

		Width	Height
Paper size		280 mm	400 mm
Print area		255 mm	370 mm
Back cover		255 mm	330 mm
In text	1 column	40 mm	
	2 columns	83 mm	
	3 columns	126 mm	
	4 columns	169 mm	
	5 columns	212 mm	
	6 columns	255 mm	
Front page modules			
Big ad		169 mm	295 mm
Right side column	(can be divided)	83 mm	295 mm
Eye corners x 3		83 mm	30 mm
Back cover modules			
Big ad		255 mm	330 mm
Eye corners x 3		83 mm	30 mm

MATERIAL INSTRUCTIONS

Material delivery

Preferred format: PDF, also Adobe Illustrator or InDesign will do. Fonts embedded and images in CMYK format. Colour profile for images: KSLM_IFRA26v5, resolution at least 200 dpi.

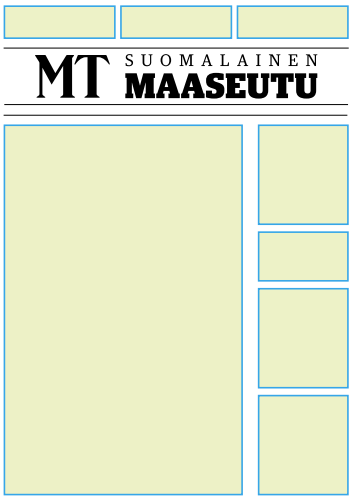
Media preparation and print-ready ads:

ilmoitus@suomalainenmaaseutu.fi

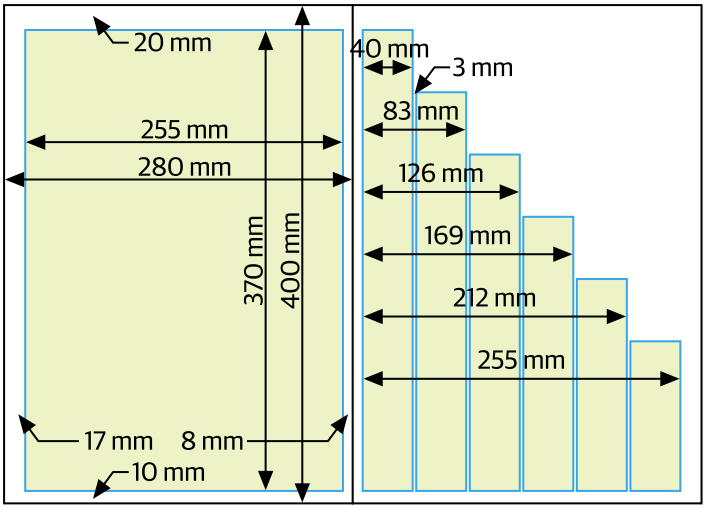
Email (max. 3 MB attachments)
firstname.lastname@viestimedia.fi

Materials by email to:
ilmoitus@suomalainenmaaseutu.fi

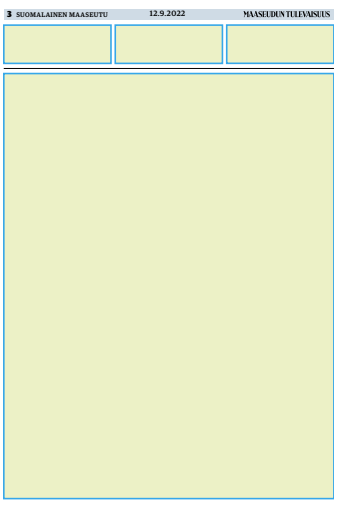
Front page



Pages / column widths



Back cover





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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