

MAASEUDUN TULEVAISUUS

www.maaseuduntulevaisuus.fi

Media information 2016

Maaseudun Tulevaisuus is the largest specialist newspaper for agriculture and forestry in Finland.

Also, it is the second biggest of all daily newspapers with a circulation of 78 899 (The Finnish Audit Bureau of Circulations (FABC) 2014) and a readership of 344 000 (Source: National Media Research, KMT Autumn 2014/ Spring 2015). Maaseudun Tulevaisuus is published three times a week; on Mondays, Wednesdays and Fridays reaching over 90 % of all farmers in Finland.

Metsänomistaja is a special issue of Maaseudun Tulevaisuus, that comes out four times a year: February 10th, March 9th, September 21th and November 23th. The issue's edition is over 300 000, and it is mailed closed to all forest owners in Finland.

Editor and publisher	Viestilehdet Oy
Political views	Independent, founded in 1916
Postal address	Maaseudun Tulevaisuus P.O.Box 440 FI-00101 Helsinki
Telephone	+358 020 413 2100
Editor-in-Chief	Mikael Pentikäinen
Managing Director	Tero-Pekka Hämäläinen
Marketing Director	Olli Kantola

Advertising rates/per mm column

In text, black and white	3,90 €
In text, 2-colour	4,15 €
In text, 4-colour	4,55 €

Whole page, black and white	14 530 €
Whole page, 4-colour	18 420 €
Whole front page, 4-colour	21 940 €

After text, black and white	2,90 €
After text, 2-colour	3,85 €
After text, 4-colour	4,55 €

Metsänomistaja special issue (comes out four times a year)

In text, black and white	4,20 €
In text, 2-colour	4,35 €
In text, 4-colour	4,85 €
Whole page, 4-colour	19 670 €
Whole front page, 4-colour	27 989 €

Attachments in Metsänomistaja issues are possible. For further information on advertising please contact our sales and marketing department.

Value-added tax is not included!

Repeat discount

If the same advertisement is published several times at maximum intervals of 2 weeks, a 20 % discount is allowed.

Technical information

Format	broadsheet
Print method	offset



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Material width	1 column	44 mm	5 columns	236 mm
	2 columns	92 mm	6 columns	284 mm
	3 columns	140 mm	7 columns	332 mm
	4 columns	188 mm	8 columns	380 mm

The height of the column in the paper is 510 mm.

Print area 1/1 page = 8 x 510 = 4080 mm column.

Print area 2/1 page (Double page spread) = 776 mm width x 510 mm height
(recommendable storage format is EPS)

Front page size is 8 x 460 mm (380 mm x 460 mm)

Minimum size for 2- and 4-colour ad is 200 mm column.

Supply of material

The production process of Maaseudun Tulevaisuus is entirely digital. Pagemaking (PC) is in electronic format up to plate making.

Material specifications

- screen width 40 lines per cm
- resolution 200 dpi
- colour photographs as CMYK images in format EPS, TIFF or JPEG
- offset ink set K4, S4, P7 for newspapers used in printing

Material format

1) Closed format (PDF)

The recommendable storage format for complete materials, which helps to avoid printing problems caused by differences in the hardware and/or software of the producer of the material and the printing house. The content of the material is inaccessible to the newspaper, an altered advertisement always requires a new PDF file. PDF files are created by using Acrobat software program.

2) Document format

The finished advertisement is delivered to the newspaper in document format. All photographs and logos to be included in the advertisement must be attached. This form requires compatibility of the software and fonts of the producer of the material and the newspaper. The document may be delivered: Illustrator and Photoshop.

Fonts

Adobe FontFolio 9.0 fonts are used. In case special fonts are used in the advertisement, they are to be converted into paths.

Paper copy and accompanying note

The material delivered in electronic format must always be accompanied by a paper copy and accompanying note, which provides the information necessary for the printout: program and program version as well as the used fonts.

Modes to deliver the material

- as a document on disk 3,5", Zip, CD, DVD
- via e-mail (max 10 Mb): ilmoitus@maaseuduntulevaisuus.fi
- data transfer program for large materials: Fetch (Mac) or ftp (PC)
- packing Winzip- or Stuffit Expander programs

Advertisement marketing

Tel +358 20 413 2321, fax +358 9 694 4766
ilmoitus@maaseuduntulevaisuus.fi

Account Manager

Hannu Toivonen, tel: +358 20 413 2237
e-mail: hannu.toivonen@maaseuduntulevaisuus.fi



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Network advertising www.maaseuduntulevaisuus.fi

The website of Maaseudun Tulevaisuus is designed to keep our professional readers up to date. The number of visitors to the website continues to increase rapidly, thus ensuring even better results for your campaign in the largest specialist newspaper for agriculture and forestry. Finally, please do not hesitate to visit the koneareena.fi website.



Banners

Entire options

		Price CPM*
Parade	1.	36 € + VAT
980 x 400 px		
Panorama	2.	24 € + VAT
980 x 120 px or 980 x 90 px		
Giant banner	3.	22 € + VAT
728 x 90 px		
Billboard 1 and 2	4.	18 € + VAT
140 x 350 px		
Extended billboard	5.	22 € + VAT
140 x 600 px		
Giant box	6.	18 € + VAT
468 x 400 px		
Ad box	7.	14 € + VAT
300 x 250 px		

*) Cost Per Mille = 1 000 displays (ROS)

Materials Gif, Jpg, Flash

Materials delivery:

- 3 working days before the beginning of the campaign: aineisto@improvementmedia.fi
- attach the url to which the ad will be linked to
- the maximum file format is 50 kb (Parade 80 kb)

Flash-instructions:

Flash-ads will only be visible in browsers supporting Flash (swf). Therefore, please also supply a Gif/Jpg -backup. Note that the framerate in Flash-ads can be max. 18 fps (frame/sec.) and animating can play max. 30 sec. Finally, please replace the address link with the word "clickTAG", not with url.

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Tablet and mobile advertising

Please enquire about mobile and tablet solutions of Maaseudun Tulevaisuus.

The Maaseudun Tulevaisuus really has numerous options to offer for all your online advertising needs!



Tablet advertising

The tablet solution is readable on **lukulauta.mt1.fi**
(by Android, iPhone, Windows Phone)

Price for the whole page is
1 500 € / 2 weeks + VAT

The advertisement can be linked to the website.

Technical details:

Vertical picture: 768 x 1004 px (width x height)

Horizontal: 1024 x 748 px

Material: gif or jpeg

Max 200 Kb

Advertisement marketing

Account Manager

Tel +358 20 413 2321, fax +358 9 694 4766
ilmoitus@maaseuduntulevaisuus.fi

Jukka Mäkitalo, tel: +358 20 413 2236
jukka.makitalo@maaseuduntulevaisuus.fi

Mobile advertising

The mobile solution is readable on **m.mt1.fi**
(by Android, iPhone, Windows Phone)

Mobile panorama	1 600 € / 2 weeks + VAT
300 x 150 px (max 15 kt)	
Mobile parade	1 800 € / 2 weeks + VAT
300 x 300 px (max 20 kt)	
Finger	1 200 € / 2 weeks + VAT
300 x 75 px (max 10 kt)	

The advertisement can be linked to the website.

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Themes and special issues

Date	Theme	Pressing
20.1.	Forest Owners Plus, TAX THEME	ca. 105 000
3.2.	School Theme	ca. 100 000
10.2.	FOREST OWNERS !	ca. 300 000
17.2.	Building Theme	
9.3.	FOREST OWNERS !	ca. 300 000
23.3.	Building Theme	
25.4.	Forest Owners Plus	ca. 105 000
4.5.	Grass Theme	
25.5.	COTTAGE THEME	130 000
6.6.	Forest Owners Plus	ca. 105 000
29.6.	Okra, Agricultural Exhibition	110 000
27.7.	Horse Theme	100 000
17.8.	Grain Theme	
31.8.	Forest Owners Plus	ca. 105 000
7.9.	Building Theme	
21.9.	FOREST OWNERS !	ca. 300 000
30.9.	KoneAgria Exhibition Theme	100 000
19.10.	Forest Owners Plus	ca. 105 000
26.10.	MT 100 YEARS CELEBRATION THEME	120 000
23.11.	FOREST OWNERS !	ca. 300 000
30.11.	Building Theme	
12.12.	Forest Owners Plus	ca. 105 000
23.12.	Christmas Issue	

