



## media information 2017 english summary

Aarre is a special interest magazine on the beneficial and recreational use of forests. Each issue consists of approximately 90 pages of high-quality content. Aarre readers are middle-aged with significantly higher purchasing power and level of income and wealth than on average in Finland.

# Aarre

Address: P.O. box 440 (Simonkatu 6),  
00101 Helsinki  
Telephon. +358 44 500 5404  
www.aarrelehti.fi

### Publisher

Viestilehdet Oy  
www.aarrelehti.fi

Circulation: 19 862  
Total print run: 25 000  
Unique readers: 124 000  
Number of annual issues: 11

### Further information

Taina Malinen, Sales Manager  
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Päivi Puranen, Sales Assistant  
paivi.puranen@viestilehdet.fi  
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### Summary of demographic profile

- 124 000 readers
- men 58 %, women 42 %
- 58 % of readers are aged 45-64
- 71 % list hiking among their hobbies
- 18 % have total household gross income in excess of €75 000 / year
- 85 % own their home
- 56 % have two or more cars in the household
- 69 % hold a portfolio of investments (not including forest)
- 89 % are forest owners; 62 % of forest owners hold more than 20 hectares of forest
- 29 of readers are families with children
- 50 % live in a single family house, 18 % live in a farmhouse
- 68 % live in a city
- 42 % do gardening
- 27 % hunt and/or fish

Sources: NRS 2016, Atlas 2015,  
Aarre reader survey 9/2016 / IROResearch

### Technical information

Printing area width 230 mm, height 290 mm  
PDF 1:1  
Colours CMYK  
Resolution 300 dpi

### Material format

#### 1) PDF

The recommendable storage format for complete materials. Please include advertiser name as well as the publication date in the filename. Also include in the message senders contact information.

#### 2) document format

All photographs and logos to be included in the advertisement must be attached. The document may be delivered: Illustrator, InDesign, 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.

### Material address

E-mail: aineistot@aarrelehti.fi  
Data transfer (over 10 MT):  
For further instructions, see  
www.aarrelehti.fi/mediatiedot

### Advertising options and rates

2/1 spread 5 580 €  
460 x 290 mm

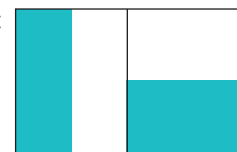


1/1 full page 3 630 €

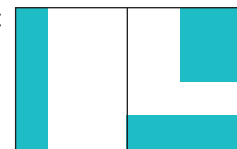


2. ja 3. cover 3 990 €  
230 x 290 mm

1/2 page 1 890 €  
111 x 290 mm  
230 x 142 mm



1/4 page 970 €  
111 x 142 mm  
230 x 74 mm  
60 x 290 mm



Back cover 4 150 €  
230 x 260 mm



Please add 5 mm bleeds in all ad.  
Current value tax will be added.

Number	Published on	Reservation	Materials	Themes	Other
Aarre 1	26 January	4 January	11 January	Tax guide to forest owners. Forestry education. Oils and gasolines for chainsaw users. Well-being for the winter.	<b>Research issue.</b>
Aarre 2	23 February	1 February	8 February	Saws for contract fellers. Car selection tips. Ready-made houses. Metsäraha magazine.	<b>Edition 40,000 pcs.</b>
Aarre 3	23 March	1 March	8 March	Clearing saws. Vertical splitters. Log construction. Investing in forest.	<b>Edition 40,000 pcs.</b>
Aarre 4	20 April	27 March	3 April	<b>Luonto-Aarre:</b> nature, camping, fishing, outdoor recreation and summer tourism. Forest work shoes.	<b>Special edition</b>
Aarre 5	18 May	26 April	3 May	Renewal of forest. Yard construction. Wild food for the spring. Forest owner's first aid guide.	<b>Research issue.</b>
Aarre 6	29 June	6 June	13 June	Fertilisation of forest. Help for forest work. Summer tourism in Finland. Summer food for the man.	<b>Summer-Aarre</b>
Aarre 7	24 August	2 August	9 August	Tips for wood sales. Camper's equipment. Energetic autumn. Inheriting forest.	<b>Research issue.</b>
Aarre 8	21 September	30 August	6 September	Chainsaws. Energy wood. Hunter's autumn. Ecologic interior decoration.	<b>Edition 40,000 pcs.</b>
Aarre 9	19 October	27 September	4 October	Safety equipment. Fireplaces. Moving in the nature in the autumn. Metsäraha magazine.	<b>Edition 40,000 pcs.</b>
Aarre 10	16 November	25 October	1 November	All-terrain vehicles and trailers. Change of generation. Food treasures from the forest. Well-being of forest owners.	<b>Edition 40,000 pcs.</b>
Aarre 11	14 December	21 November	28 November	ABC for a new forest owner. Quality Christmas presents. Storage solutions for the home. Health from the nature.	<b>Research issue.</b>

## Aarre Metsä target group package online

The Aarre Metsä package contains the new [aarrelehti.fi](http://aarrelehti.fi) online service and the Metsä and Kantri sections of Maaseudun Tulevaisuus.

### Sizes and rates.

#### Giant Panorama

980 x 400 px / scalable / 300 x 300 px  
materials max 80 kB / mobile max 40 kB / price CPM\* EUR 36



#### Panorama

980 x 120 px / scalable / 300 x 150 px  
materials max 40 kB / price CPM\* EUR 24



#### Giant retangle

468 x 400 px / 468 x 400 px / 300 x 300 px  
materials max 40 kB / price CPM\* EUR 18



#### Billboard

140 x 350 px / 140 x 350 px / 300 x 150 px  
size max 40 kB / price CPM\* EUR 18  
and

#### Skyscraper

160 x 600 px / 160 x 600 px / 300 x 300 px  
size max 40 kB / price CPM\* EUR 24



#### Sales frame

Frame size 150 x 200 px / scalable

Size max 20 kB / price EUR 235/week, including production  
Shown on the front pages of [aarrelehti.fi](http://aarrelehti.fi) and MT's Kantri and Metsä.



#### Visibility of advertising

The Aarre Metsä advertising is shown on:

- [aarrelehti.fi](http://aarrelehti.fi)
- [maaseuduntulevaisuus.fi/metsa](http://maaseuduntulevaisuus.fi/metsa)
- [maaseuduntulevaisuus.fi/kantri](http://maaseuduntulevaisuus.fi/kantri)

Delivery of materials

[verkkoaineistot@viestilehdet.fi](mailto:verkkoaineistot@viestilehdet.fi)

Subject to change. VAT will be added to the prices.

\*CPM = Cost Per Mille = 1 000 price advertising display.



## Special solutions\*

### Wallpaper i.e. a background picture of the page

Parade + background 1,920 x 1,080 px  
price CPM\* EUR 46

Can be bought together with the Giant Panorama banner. Only shown in the aarrelehti.fi front page in the computer view. Repetitions restricted, i.e., 2 displays to the same user/browser.



### Ticker

1,600 x 45 px / price CPM\* EUR 18

\*Only shown in the aarrelehti.fi front page in the computer view.



\*CPM = Cost Per Mille = 1 000 price advertising display.

## Rich Media solutions\*

\*Only shown in the computer view

Ask your contact person for more information!

### Aarre Metsä online content marketing

**Native advertising brings your own content inside Aarre Metsä in a focused and interesting media environment. Studies prove that it will reach a target group with a high purchasing power, the forest owners.**

You can produce stories, images and videos to Aarre Metsä as a part of your company's content marketing. You will be able to present your message directly to the customers in a media where they already are present and spend time. You can provide useful information and entertainment, add in-depth knowledge, advise and inspire. Planned, long-term native advertising in Aarre Metsä is suitable for all companies who want to engage the forest owner target group as their customers. Good content is always interesting for larger target groups as well.

Content marketing advertising of the Aarre Metsä is shown in the new aarrelehti.fi online service and the Metsä and Kantri sections of Maaseudun Tulevaisuus. Links to your content will be placed in the front pages of these sections:

- [aarrelehti.fi](http://aarrelehti.fi)
- [maaseuduntulevaisuus.fi/metsa](http://maaseuduntulevaisuus.fi/metsa)
- [maaseuduntulevaisuus.fi/kantri](http://maaseuduntulevaisuus.fi/kantri)

Visible and effective: The native page opens inside our online service. You can use text, images and video and add more materials every week. We recommend that you change the contents once a week in a one-month campaign. The newest content is always shown in the largest size, and previous content is linked under the latest content.

Your content will be picked up by the front pages of our service: aarrelehti.fi and the Metsä and Kantri sections of Maaseudun Tulevaisuus. You can also use the address to your native page as a part of your other marketing.

The price of native marketing is EUR 8,700/4 weeks.

### Required materials for each individual content element

- 1–2 images (image or video)
- Title, max 100 characters
- Headline and the actual advertising text, max 3,000 characters in total
- The advertising text may include a link to an external page, which opens in a new tab.

We are happy to serve you also in matters related to content production. Production costs vary according to how the advertising is implemented.

Subject to change. VAT will be added to the prices.

### Ask for more information

Sales Manager Taina Malinen  
+358 44 500 5404  
[taina.malinen@viestilehdet.fi](mailto:taina.malinen@viestilehdet.fi)

### Instructions for materials

Banners can be delivered as image files (png, gif and jpg) or in the HTML5 format. Rich Media solutions must be agreed in advance. We follow the online and mobile advertising standards of IAB Finland in our instructions.

Ready made materials must be sent by e-mail 2 weekdays (special advertising formats 4 weekdays) before the start of the campaign to: [verkkoaineistot@viestilehdet.fi](mailto:verkkoaineistot@viestilehdet.fi). In addition, we need the URL address which the advertisement is linked to.

The message must detail the name of the advertiser, the campaign period, the place of advertising (which online service, which advertisement format) and the link for the advertisement. The advertisements will be made visible on the first campaign day by 10 a.m. Viestilehdet does not guarantee that the campaign starts at the desired time if the materials supplied do not meet the requirements, are delivered late, contain technical errors or questionable content.

Subject to change. VAT will be added to the prices.

### Further information

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