

# Aarre

LEHTI METSÄSTÄ

Media Information 2019



Forest and nature = informative and lifestyle magazine



# Aarre

**A**lmost all households (89 %) subscribing to Aarre own forest. And that's what makes this crowd such an exceptional target audience for advertisers. Aarre's readers are the Finns who don't have to pay their banker a visit to make bigger purchases – they already have their own bank in their forest..

Aarre is a lifestyle magazine with useful content for people interested in forests, forestry and nature. In addition to forest and nature, the magazine's themes encompass well-being, roots, food and home. Aarre's readers appreciate its versatility. Published eleven times per year, Aarre offers a unique combination of factual information and experiences for forest owners, recreational nature-goers and industry professionals.

## Address

P.O. box 440 (Simonkatu 6),  
FI-00101 Helsinki

## Telephone

+358 20 413 2155

## Website

aarrelehti.fi

## Publisher

Viestilehdet Oy (Y-tunnus 0111165-0)  
Editor-in-Chief Mari Ikonen  
Managing Director  
Tero-Pekka Hämäläinen  
Marketing Director Olli Kantola

## Circulation

102,000 (NRS autumn 2017/spring 2018)

## Total print run

- 20,000 pcs
- 40,000 pcs numbers 2, 3, 7, 9 and 10

## Sales Manager

Taina Malinen  
Tel. +358 44 500 5404  
taina.malinen@viestilehdet.fi

## Sales Assistant

Roosa Rantanen  
Tel. +358 20 413 2568  
roosa.rantanen@viestilehdet.fi

Aarre's content harmoniously combines business and pleasure. Although the magazine also offers its readers valuable practical information, they consider their time spent reading it a personal pleasure and quality time. That's why people enjoy reading it for longer periods of time. Aarre's readers are wealthy, quality-conscious and loyal to brands. When they want something, they have the money to make it happen.

In 2019, issues 2, 3, 7, 9 and 10 have a print run of 40,000 pcs, and numbers 1, 5, 8 and 11 are research issues. Take advantage of the wide reach of forest owners by using the possibilities and package campaigns of Aarre's web service together with the new monthly MT Metsä supplement.

## Summary of demographic profile

- 102 000 readers
- men 64 %, women 36 %
- 50 % of readership aged 35-64, 41 % of readers 45-64
- 57 % cite taking exercise in nature as a hobby
- 13 % of households have gross income EUR 75,000 / year
- 91 % own their homes
- 55 % of households own 2 or more vehicles
- 63 % of households own securities
- 89 % own forests; 62 % of forest owners have more than 20 hectares
- 40 % of forest owners cite forest as a very or fairly important source of income
- 27 % of the readership are families with children
- 47 % live in detached houses, 26 % in farm houses = 73 % live in their own house
- 38 % do their own building or renovation
- 63 % live in towns and cities
- 76 % engage in sports at least once a week
- 34 % enjoy gardening
- 23 % like fishing or hunting

The financial situation of the Aarre readers is very solid.

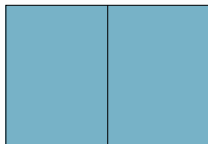
As a customer, the Aarre reader is able to spend, quality-conscious and loyal.

Sources: NRS autumn 2017/spring 2018, Atlas 2017, Aarre reader surveys 9/2016 / IRORResearch

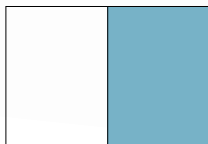


## Advertising options and rates

**2/1 spread**  
**EUR 5,580**  
 460 x 290 mm



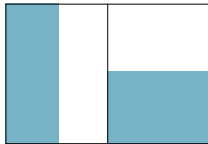
**1/1 full page**  
**EUR 3,630**



**2. and 3. cover**  
**EUR 3,990**  
 230 x 290 mm



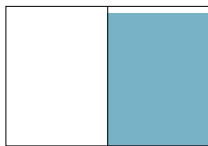
**1/2 page**  
**EUR 1,890**  
 111 x 290 mm  
 230 x 142 mm



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



**Back cover**  
**EUR 4,150**  
 230 x 260 mm

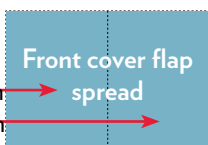


**Three-page cover package**  
 Edition 20,000 pcs / **EUR 8,250**  
 Edition 40,000 pcs / **EUR 9,050**

**Cover extension**  
 215 x 290 mm



**Front cover flap spread**  
 442 x 290 mm  
 Page 2: 215 x 290 mm  
 Page 3: 227 x 290 mm



## Material information

**Material delivery**  
 E-mail (files under 10 MB)  
[aaineistot@aarrelehti.fi](mailto:aaineistot@aarrelehti.fi)

Data transfer (files over 10 MB)  
 Owncloud file service:  
 For further instructions, see  
[aarrelehti.fi/mediatiedot](http://aarrelehti.fi/mediatiedot) or  
 Tel. +358 20 413 2471

**Technical information**  
 Printing area  
 width 230 mm, height 290 mm

PDF 1:1

Colours CMYK

Resolution 300 dpi

**Material format**  
 PDF is the recommendable storage  
 format for complete materials.

The fonts must be included in the PDF  
 file. When sending a file, its name must  
 include the advertiser and publication  
 date.

Please include sender's contact  
 information in the message.

Please add 5 mm  
 bleeds in all advertisements.

Current VAT will be added.

The advertising agency discount is 15%.  
 Discounts for repeats and serial advertising  
 are agreed separately. The advertising  
 rates are subject to VAT at the current  
 rate. Cancellations of advertising must be  
 received three weeks before the  
 publication date. Increased costs incur-  
 red by laws, decrees or measures by the  
 authorities occasion corresponding price  
 increases effective from the date the  
 regulations become effective.

**Liability for errors and complaints**  
 All approved advertisements are published  
 in the agreed issue in accordance with the  
 advertising order. Viestilehdet Oy reserves  
 the right not to publish advertisement it  
 does not wish to publish. Viestilehdet Oy  
 is not liable for any benefits promised in  
 advertisements. Viestilehdet Oy is not  
 liable for possible losses to the advertiser in  
 the event of failure to publish the  
 advertisement due to a production or  
 other operative reason, including strikes.

## Special issue themes

**Financial and investment themes:**  
 numbers 1, 2, 3, 4, 7, 9, 10 ja 11

**Wellbeing themes:**  
 numbers 1, 3, 5, 9 ja 11

**Nature and travel themes:**  
 numbers 4, 5, 6, 7, 8 ja 11

**Motor vehicle and quad bike themes:**  
 numbers 2 ja 10

**Saw and tool themes:**  
 numbers 1, 2, 3, 4, 5, 6, 7, 8, 9 ja 11

**Living and energy technology themes:**  
 numbers 3, 5, 6, 8, 9, 10 ja 11

**Forestry themes:**  
 numbers 1, 2, 4, 5, 6, 7, 8, 9, 10 ja 11



## Publication dates and themes in 2019

Number	Published on	Reservation	Materials	Themes
Aarre 1	31/1	9/1	16/1	<b>RESEARCH ISSUE</b> Tax guide for forest owners. Paired comparison of chainsaws. Landscape felling. Wild flavour in everyday meals.
Aarre 2	28/2	6/2	13/2	<b>PRINT RUN 40,000 PCS (Reprint for the largest forest owners)</b> Winter clearing accessories. Basic chainsaw maintenance. Tips for choosing a car. Investing in forests.
Aarre 3	28/3	6/3	13/3	<b>PRINT RUN 40,000 PCS (Reprint for the largest forest owners)</b> Firewood logging accessories. Timber construction. The forest owner's health. Forest money.
Aarre 4	25/4	1/4	8/4	Brush cutters. Forest renewal. An explorer's summer. Forest insurance.
Aarre 5	29/5	8/5	15/5	<b>RESEARCH ISSUE</b> Prescribed burning. Accessories for purchased logging. Yard and garden. Well-being from nature.
Aarre 6	27/6	4/6	11/6	Forest work safety. Forestry alternatives. Traditional construction. Summer tourism.
Aarre 7	22/8	1/8	7/8	<b>PRINT RUN 40,000 PCS (Reprint for the largest forest owners)</b> Forest trading tips. Forestry garments. Ruska trip to Lapland. Forest inheritance.
Aarre 8	19/9	29/8	4/9	<b>RESEARCH ISSUE</b> Chainsaws. Energy wood. The hunter's autumn. Fireplaces.
Aarre 9	17/10	26/9	2/10	<b>PRINT RUN 40,000 PCS (Reprint for the largest forest owners)</b> Changing forest ownership. Forestry accessories. Wooden kitchen. Forest owner's bootcamp..
Aarre 10	14/11	23/10	30/10	<b>PRINT RUN 40,000 PCS (Reprint for the largest forest owners)</b> ATV in forestry. Early thinning. Prefabricated houses. Let the forest money grow.
Aarre 11	12/12	20/11	26/11	<b>RESEARCH ISSUE</b> Forestry underwear. How to save on heating. Christmas gifts for the forest owner. Spa vacations. Winter tourism.

# Online advertising aarrelehti.fi

## Sizes and rates

### Giant Panorama

980 x 400 px / 980 x 400 px / 300 x 300 px  
max 80 kB (HTML5 200 kB) / mobile max 40 kB (HTML5 160 kB)  
price CPM EUR 36.00



### Panorama

980 x 120 px / 980 x 120 px / 300 x 150 px  
max 40 kB (HTML5 80 kB)  
price CPM EUR 24.00



### Giant Rectangle

468 x 400 px / 468 x 400 px / 300 x 300 px  
max 40 kB (HTML5 80 kB)  
price CPM EUR 18.00



### Skyscraper

160 x 600 px / 160 x 600 px / 300 x 300 px  
max 40 kB (HTML5 80 kB)  
price CPM EUR 24.00



### Sales frame\*

150 x 200 px  
max 20 kB (HTML5 40 kB)  
price EUR 235/week, including production  
\* Advertising is shown only on the aarrelehti.fi front page



## Special solutions

### Wallpaper i.e. a background image on the page

Giant Panorama + wallpaper 1920 x 1080 px  
max 180 kB (HTML5 100 kB + 200 kB)  
price CPM EUR 46.00

Only shown on the aarrelehti.fi front page in the desktop view.  
Repetitions restricted, i.e. frequency cap 2 views per visitor/  
browser.



## Video advertising

### Instructions for video advertising:

- Preroll video before editorial content
- Length max. 20 sec, preferably under 15 sec.
- Sold by the week at EUR 650 + VAT
- A week's dominance includes all videos published during the week on Aarre, Maaseudun Tulevaisuus and Koneviesti websites (1-3 videos per week)
- Material (under 10 MB) must be delivered three weekdays before campaign launch: [verkkoaineistot@viestilehdet.fi](mailto:verkkoaineistot@viestilehdet.fi)

### Video Parade

980 x 400 px / 980 x 400 px / 300 x 300 px  
length max. 20 sec. / max 10-12 MB  
price CPM \* EUR 42.00

*CPM (Cost Per Mille) = cost per 1000 impressions*

Please do not hesitate to ask us about special solutions.

### Delivery of materials

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

### For further instructions

[aarrelehti.fi/mediamyynti/verkkomainonta](http://aarrelehti.fi/mediamyynti/verkkomainonta)

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

*Please note:*

**MT Metsä supplement**  
(print run 100,000 pcs) +  
**Aarre**  
(basic print run 20,000 pcs/  
reprint 40,000 pcs) +  
**targeted online visibility.**  
For further inquiries, ask  
Sales Manager  
Taina Malinen,  
Tel. +358 44 500 5404



## RON (Run-Of-Network)

RON campaign will be run in the desired ad spot throughout the whole Viestilehdet ad network.

The ad network includes [aarrelehti.fi](http://aarrelehti.fi), [MT.FI](http://MT.FI) and [koneviesti.fi](http://koneviesti.fi)

### Viestilehdet RON / CPM prices

Giant Panorama / CPM EUR 27.00  
Panorama / CPM EUR 18.00  
Skyscraper / CPM EUR 18.00  
Giant Rectangle / CPM EUR 13.50  
Native advertising EUR 2,200.00 / week

## Audience targeting

Audience targeting targets more closely. We provide versatile advertising solutions for reaching the right target audience. You can choose the best options for your needs and target your message in the best way possible.

We provide targeted advertising via the Enreach Audience tool. The Enreach tool targets advertising e.g. according to gender, age, professional status, education, income, housing situation and consumption patterns. In addition, you may choose different areas of interest. The information is based on the consumer's browser usage. You can choose one or more areas of interest and target your message to that specific target audience. Target audiences are e.g. people interested in wilderness, agriculture or motor vehicles.

## Native advertising

**Native advertising helps you bring your own content to [aarrelehti.fi](http://aarrelehti.fi) and to an appropriate target audience with proven purchasing power: forest owners.**

With native advertising, you can create articles, pictures and videos as part of your business' content marketing. You are able to deliver your message to your customers within the media where they already are and spend time with. You can provide useful information, entertain, go in-depth, give advice and inspire. Planned and long-term native advertising suits all businesses that want to engage the target audience of forest owners as their customers, and good content is always interesting to wider target groups.

Native advertisements are visible on [aarrelehti.fi](http://aarrelehti.fi) and on the front pages of [MT.FI](http://MT.FI) and [koneviesti.fi](http://koneviesti.fi).

*Visible and functioning:* The native page opens up in our online service. You can use text, picture and video – and add more content weekly. For a month's campaign, we recommend to change the content weekly.

In addition, you'll receive the web address of your native page, which you may use as part of your marketing.

The price of a native advertisement is EUR 2,200 per week + VAT on [aarrelehti.fi](http://aarrelehti.fi) or on the whole RON network of Viestilehdet.



*Native advertising accessibility on PC, smartphone and tablet.*

### Required materials for each individual content element

- 1–2 images (image or video)
- Title, max 100 characters
- Caption 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.

### Please ask for further information

Sales Manager Taina Malinen  
Tel. +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. We follow the online and mobile advertising standards of IAB Finland in our instructions. All materials and possible monitoring pixels must be https-compatible.

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).

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

Lila Lyyra  
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Tel. +358 20 413 2576