

Aarre

Forests and nature – informative and lifestyle magazine



MEDIA INFORMATION 2018



Aarre

Address

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

Telephone

+358 44 500 5404

Websites

aarrelehti.fi

Publisher

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

Circulation

19 863 pcs (LT 2016)

Unique readers

102 000 (NRS autumn 2017/spring 2018)

Number of annual issues

11

Total print run

- 20 000 pcs
- 30 000 pcs numbers 2, 3, 7 and 9
- 100 000 pcs number 10

Sales Manager

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Sales Assistant

Roosa Rantanen
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2018 is a special year for Aarre. The magazine reaches the age of 10 years, and to mark it, the November special issue will be a giant one of 100.000 pieces.

Aarre is an informative and lifestyle magazine for those who are interested in forests, forestry and nature. The main topics of Aarre covered wellbeing, roots, food and home, in addition forests and nature. Aarre readers value the variety offered by the magazine. With eleven issues a year, it provides a unique combination of factual information and memorable experiences for those forest owners who enjoy nature and professionals in the sector.

Prosperous forest owners are the core target group of Aarre. Although the magazine also provides them valuable information, the readers perceive the moments spent reading it as personal enjoyment and quality time. This is the reason why the time spent on Aarre's pages is exceptionally long. The readers have good income, they are quality-conscious and loyal to their brands. When they want something, they can afford to fulfil their desires.

In 2018, the print runs of issues 2, 3, 7 and 9 will be 30,000 pieces, and numbers 1, 5, 8 and 11 will be research issues. It's worthwhile to take advantage of the Aarre online service in reaching forest owners with purchasing power.

Summary of demographic profile

- 102 000 readers
- men 69 %, women 31 %
- 58% of the readers are 35-64 years, 48% are 45-64 years
- 73% take an interest in outdoor recreation
- 19% of households have gross income EUR 75 000 / year
- 91 % own their homes
- 62 % of households have 2 or more vehicles
- 62 % of households own bonds
- 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
- 38 % of the readership are families with children
- 49 % live in detached houses, 26 % in farmhouses = 75 % live in own house
- 44 % build their own house or do renovation themselves
- 61 % live in towns and cities
- 83 % engage in sports at least once a week
- 40 % enjoy gardening
- 38 % like fishing or hunting

The financial situation of the Aarre readers is very solid.

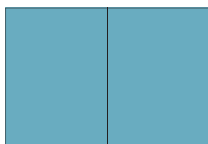
As a customer, the Aarre reader is able to spend, quality-conscious and loyal.

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



Advertising options and rates Material information

2/1 spread
EUR 5 580
460 x 290 mm



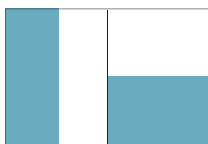
1/1 full page
EUR 3 630



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



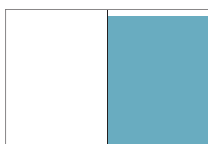
1/2 page
EUR 1 890
111 x 290 mm
230 x 142 mm



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 30 000 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 address
E-mail: aineistot@aarrelehti.fi

Data transfer (over 10 MT):
For further instructions, see
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.

Also include in the message senders contact information.

Please add 5 mm bleeds in all ad.
Current value tax 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 incurred 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, 7, 9, 10 and 11

Wellbeing themes:
numbers 1, 4, 5, 6, 10 and 11

Nature themes:
numbers 1, 3, 4, 5, 7, 8 and 11

Motor vehicle and quad bike themes:
numbers 2 and 10

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

Living themes:
numbers 2, 3, 5, 6, 8, 9 and 11

Forestry themes:
numbers 3, 5, 6, 7, 8, 9 and 11



Publication dates and themes in 2018

Number	Published on	Reservation	Materials	Themes
Aarre 1	25.1.	3.1.	10.1.	Tax guide for forest owners. Owner logger's tools and equipment. Spring fishing through ice. Spa holidays. <i>Research issue.</i>
Aarre 2	22.2.	31.1.	7.2.	Chainsaws. Tips for choosing a car. Building with timber. Forest money. <i>Editon 30 000 pcs.</i>
Aarre 3	28.3.	6.3.	13.3.	Splitting axes. Special features of natural forest environment. Building with logs. Investing in forests. <i>Editon 30 000 pcs.</i>
Aarre 4	19.4.	28.3.	4.4.	Luonto-Aarre: Nature, rambling and camping, fishing, outdoor exercise, summer travel. Brush cutters.
Aarre 5	17.5.	22.4.	2.5.	Forest regeneration. Safety boots. Garden buildings. Food from nature. <i>Research issue.</i>
Aarre 6	28.6.	5.6.	12.6.	Forest fertilisation. Forester's gloves. Traditional building. Summer travel.
Aarre 7	23.8.	1.8.	8.8.	Tips for timber sales. Multi-use forest. Tasty treats from wild mushrooms. Forest inheritance. <i>Editon 30 000 pcs.</i>
Aarre 8	20.9.	29.8.	5.9.	Chainsaws. Energy wood. Hunter's autumn. Wood interiors. <i>Research issue.</i>
Aarre 9	18.10.	26.9.	3.10.	New forest owner. Help in forestry work. Fireplaces. Change of generation. <i>Editon 30 000 pcs.</i>
Aarre 10	15.11.	24.10.	31.10.	Aarre 10 years special issue. Quad bikes. Forest owner's wellbeing. Forest money. <i>Editon 100 000 pcs.</i>
Aarre 11	13.12.	20.11.	27.11.	Safety in forestry work. Home energy solutions. Quality Christmas gifts. Winter travel. <i>Research issue.</i>



Online advertising

The Forest Display package includes Aarre (aarrelehti.fi) and the Forest section of Maaseudun Tulevaisuus (maaseuduntulevaisuus.fi/metsä). Also possible to subscribe to the whole online version of maaseuduntulevaisuus.fi.

Sizes and rates

Giant Panorama

980 x 400 px / scalable / 300 x 300 px
max 80 kB (HTML5 200 kt) / mobile max 40 kB (HTML5 160 kB)
price CPM* EUR 41,40



Skyscraper

160 x 600 px / 160 x 600 px / 300 x 300 px
max 40 kB (HTML5 80 kB)
price CPM* EUR 27,60



Panoraama

980 x 120 px / scalable / 300 x 150 px
max 40 kB (HTML5 80 kB)
price CPM* EUR 27,60



Sales frame*

150 x 200 px / scalable
max 20 kB (HTML5 40 kB)
price EUR 235/week, including production

* Advertising is shown only on the aarrelehti.fi front page



Giant retangle

468 x 400 px / 468 x 400 px / 300 x 300 px
max 40 kB (HTML5 80 kB)
price CPM* EUR 20,70



Visibility of advertising

Advertising is shown on:

- aarrelehti.fi and
 - maaseuduntulevaisuus.fi/metsä
- or
- the whole online version of maaseuduntulevaisuus.fi

Delivery of materials

verkkoaineistot@viestilehdet.fi

For further instructions

aarrelehti.fi/mediamyynti/verkkomainonta

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

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



Forest native advertising – target group of forest owners with well-researched purchasing power

Forest native advertising brings your content into the online services of aarrelehti.fi and [maaseuduntulevaisuus.fi/metsä](http://maaseuduntulevaisuus.fi/metsa), to a target group that is relevant and with well-researched purchasing power: forest owners. Hits on the native advertisement are aided through other online advertising spots.

As part of your company's content marketing, you can produce stories, pictures and videos for Forest native advertising. You present your message direct to your customers in a medium in which they are already present and spending time. You can provide useful information, entertainment, in-depth knowledge, advice and inspiration. Systematic and long-term Forest native advertising is suitable for all companies looking to engage the forest owners' target group to become their customers. And good content always interests wider target groups, too.

Forest native advertising appears in aarrelehti.fi and [maaseuduntulevaisuus.fi/metsä](http://maaseuduntulevaisuus.fi/metsa). Thus, the reader is directed to your content from the front pages of

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

Visible and effective: The native page opens inside our online service. You may use copy, images and video – and add to your material weekly. For a month's campaign, we recommend changing the content weekly.



Native advertising accessible on PC, smartphone and tablet.

Links to your content will be placed in the front pages of our services: in aarrelehti.fi and the section [maaseuduntulevaisuus.fi/metsä](http://maaseuduntulevaisuus.fi/metsa). You also have your native page URL, which you may use as part of your other marketing.

The price of a Forest native advertisement is EUR 2,200/1 wk + VAT. The minimum run is 2 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.

Ask for more information

Sales Manager Taina Malinen
Tel. +358 44 500 5404
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. 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.

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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