

Aarre



Forest and nature – informative and lifestyle magazine

Media information 2020



Aarre

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P.O. box 440 (Simonkatu 6),
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WEBSITE
aarrelehti.fi

PUBLISHER
Viestilehdet Ltd (Company ID 0111165-0)
Editor-in-chief Mari Ikonen
Managing Director Anu Nissinen
Marketing Director Olli Kantola

CIRCULATION
141,000 (NRS 2019)

TOTAL PRINT RUN
• 20 000 pcs
• 40 000 pcs

(additional print numbers 2, 3, 7, 9 and 10)

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The financial situation of the readers of Aarre is very solid.

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

More interesting, more useful, more diverse – the fresh readership study (IROResearch 6/2019) of Aarre is a joy to read. It says that readers are currently satisfied with their magazine, at record-breaking levels.

Satisfaction is not just talk but is also reflected in actions. Aarre is read in more detail than ever, with almost all readers being willing to recommend the magazine to their close circle. The number of readerships has increased by 8 % from a year ago, and is now already 110,000.

In Aarre, useful information meets lifestyle content. It has the most versatile content of Finnish forestry sector magazines; in addition to forest and nature themes, it includes wellness, roots, food and home themes. Readers are wealthy, quality-conscious and brand-faithful.

87 % of subscribers – nearly everyone – are forest owners. And they own a lot of it – 66 % of them have more than 20 hectares of forest. Almost every other (46 %) subscriber has forests as a major source of income. That's what makes this crowd such an exceptional target audience, also for advertisers. Aarre readers are the Finns who, above all, do not need to discuss things with the bank manager – they have their own green gold in their own forests.

In 2020, the issues 2, 3, 7, 9 and 10 will be printed in 40,000 copies, and issues 1, 5, 8 and 11 are study issues. Take advantage of the comprehensive outreach to forest owners, including the aarrelehti.fi online service, where the comprehensive content is continuously being expanded. Inquire about new opportunities and package campaigns in conjunction with the MT Metsä attachment.

Summary of demographic profile

- **141,000** readers
- **60 %** of households own securities
- **41 %** do their own building or renovation
- **men 67 %, women 33 %**
- **87 %** own forests; 20 % of forest owners have more than 20 hectares
- **63 %** live in towns or cities
- **48 %** of readers 35–64 yo., 40 % of readers 45–64 yo.
- **82 %** engage in sports at least once a week
- **14 %** of households have gross income over EUR 75,000 per year
- **28 %** enjoy gardening
- **23 %** of readers have a degree in forestry
- **25 %** enjoy fishing or hunting regularly
- **90 %** owns their homes
- **51 %** live in detached house, and 28 % in farm house = 79 % live in their own house
- **62 %** of households own 2 or more vehicles



Advertising options and rates

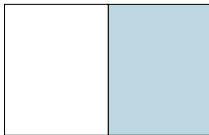
2/1 spread EUR 5,580

460 x 290 mm
(+ 5 mm bleed)



1/1 full page EUR 3,630

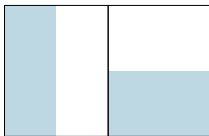
230 x 290 mm
(+ 5 mm bleed)



2. and 3. cover EUR 3,990

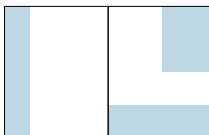
1/2 page EUR 1,890

111 x 290 mm (vertical)
230 x 142 mm (horizontal)
(+ 5 mm bleed)



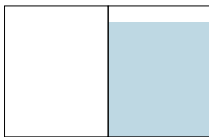
1/4 page EUR 970

111 x 142 mm (corner)
230 x 74 mm (horizontal)
60 x 290 mm (vertical)
(+ 5 mm bleed)



Back cover EUR 4,150

230 x 260 mm
(+ 5 mm bleed)

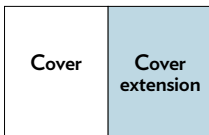


Three-page cover package

Edition 20 000 pcs EUR 8,250
Edition 40 000 pcs EUR 9,050

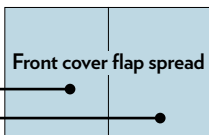
Cover extension

215 x 290 mm
(+ 5 mm bleed)



Front cover flap spread

442 x 290 mm
Page 2: 215 x 290 mm
Page 3: 227 x 290 mm
(+ 5 mm bleed)



Material information

MATERIAL DELIVERY

- Email
(files under 10 Mb)
aineistot@aarrelehti.fi
- Data transfer (files over 10 Mb)
Owncloud file service: Please contact the ad production service to acquire a link for data transfer: aineistot@aarrelehti.fi or tel +358 20 413 2471.

FOR FURTHER INFORMATION, SEE:
aarrelehti.fi/mediatiedot

TECHNICAL INFORMATION

- Printing area:
W 230 mm, H 290 mm
- PDF size 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 also the sender's contact information.

PLEASE add 5 mm bleeds and crop marks 5 mm outside all advertisements

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 Ltd reserves the right not to publish advertisement it does not wish to publish. Viestilehdet Ltd is not liable for any benefits promised in advertisements. Viestilehdet Ltd 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:** issues 1, 2, 3, 5, 7, 9, 10 and 11
- **SAW AND TOOLS:** issues 1, 2, 3, 4, 5, 7, 8, 9, 10 and 11
- **LIVING AND ENERGY TECHNOLOGY:** issues 3, 5, 9 and 10
- **WELL-BEING:** issues 1, 3, 4, 7 and 11
- **NATURE AND TRAVEL:** issues 4, 5, 6, 7, 8 and 11
- **MOTOR VEHICLE AND QUAD BIKE:** issues 2 and 10
- **FORESTRY THEMES:** issues 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 and 11



Total of 11 issues in 2020.

Publication dates and themes in 2020

ISSUE	PUBLISHED ON	RESERVATION	MATERIALS	THEMES
Aarre 1	30/1	8/1	15/1	RESEARCH ISSUE Tax guide for forest owners. Paired comparison of saws. Cinder fertilizing. Wild flavours in vintage food.
Aarre 2	27/2	5/2	12/2	PRINT RUN 40,000 PCS (Reprint for the largest forest owners) Helmets and earmuffs. Logging site safety. Tips for choosing a car.
Aarre 3	26/3	4/3	11/3	PRINT RUN 40,000 PCS (Reprint for the largest forest owners) Outfits for settlers. Succession. Log houses. Well-being of a forest owner.
Aarre 4	29/4	8/4	15/4	Brush cutter maintenance. Forest renewal. Tips for summer adventures. Wild herbs.
Aarre 5	28/5	5/5	12/5	RESEARCH ISSUE Tools for a forest owner. Environmental friendly forestry. The yard and the garden. Forest investments.
Aarre 6	25/6	29/5	9/6	Forest devastation salvage. Sapling maintenance. Traditional products of forests. Summer tourism.
Aarre 7	20/8	1/8	5/8	PRINT RUN 40,000 PCS (Reprint for the largest forest owners) Seasons timber trade. Recreation in nature. Forest as an inheritance.
Aarre 8	17/9	26/8	2/9	RESEARCH ISSUE Akkusahat. Timing the loggings. Tips for moose hunt. The mushrooms of the season.
Aarre 9	15/10	23/9	30/9	PRINT RUN 40,000 PCS (Reprint for the largest forest owners) Brush cutter blades. Acquisition logging. Fireplaces. Forest owner's insurances.
Aarre 10	12/11	21/10	28/10	PRINT RUN 40,000 PCS (Reprint for the largest forest owners) Quad bikes in forestry. Early thinning. Homes of wood. Forest money.
Aarre 11	10/12	18/11	25/11	RESEARCH ISSUE Competitive tendering in forestry. Forest owner's hunting knives. Wild Christmas food. Winter tourism.



Online advertising aarrelehti.fi

SIZES AND RATES

Giant panorama

980 x 400 px, file size max 100 kB (HTML5 200 kB)

Mobile 300 x 300 px, file size max 40 kB (HTML5 80 kB)

price CPM EUR 36



Panorama

980 x 120 px, file size max 60 kB (HTML5 120 kB)

Mobile 300 x 150 px, file size max 30 kB (HTML5 60 kB)

price CPM EUR 24



Giant rectangle

468 x 400 px, file size max 60 kB (HTML5 120 kB)

Mobile 300 x 300 px, file size max 40 kB (HTML5 80 kB)

price CPM EUR 18



Skyscraper (sticky)

160 x 600 px, file size max 60 kB (HTML5 120 kB)

Mobile 300 x 300 px, file size max 40 kB (HTML5 80 kB)

price CPM EUR 24



Sales frame*

150 x 200 px,

file size max 20 kB (HTML5 40 kB)

price EUR 235 / week

production included

* only shown on aarrelehti.fi front page



Special solutions

Wallpaper i.e. the background of the page

Wallpaper + giant panorama 1920 x 1080 px + 980 x 400 px

file size max 250 kt

price CPM EUR 46

Wallpaper 1920 x 1080 px, only as a static picture (jpg, gif, png).

With the wallpaper it is not possible to deliver the giant panorama

980 x 400 px as HTML5-material. Only shown in the aarrelehti.fi

front page in the desktop view. Repetitions restricted to 4 displays to the same user/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 / week
- A week's dominance includes all videos published during the week on Aarre, Maaseudun Tulevaisuus and Kone- viesti websites (1-3 videos per week)
- Material (under 10 MB) must be delivered three working days before campaign launch: verkkoaineistot@viestilehdet.fi

CPM (Cost per mille) = Cost per 1,000 impressions

Do not hesitate to ask us more about the special solutions!

MATERIAL DELIVERY ADDRESS

verkkoaineistot@viestilehdet.fi

ASK MORE
sales manager
Taina Malinen,
tel. +358 44 500 5404

ADDITIONAL INFORMATION

aarrelehti.fi/mediamyynti/verkko-mainonta

Subject to change. Current VAT will be added to all prices.

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, MT.FI and koneviesti.fi

VIESTILEHDET RON / CPM PRICES

Giant panorama / CPM EUR 27

Panorama / CPM EUR 18

Skyscraper (sticky) / CPM EUR 18

Giant rectangle / CPM EUR 13.50

Native advertising EUR 2,200 / week

Native advertising

NATIVE ADVERTISING helps you bring your own content to 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 in aarrelehti.fi and on the front pages of MT.FI and koneviesti.fi.



Native advertising accessibility on PC, smartphone and tablet

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.

YOU CAN USE THE URL-ADDRESS of the web page also in your additional marketing.

THE PRICE OF THE NATIVE ADVERTISEMENT is EUR 2,200 / week on aarrelehti.fi or on the whole RON network of Viestilehdet.fi.

WE ARE HAPPY TO SERVE you also in matters related to content production. Production costs vary according to how the advertising is implemented.

REQUIRED MATERIALS FOR EACH INDIVIDUAL CONTENT ELEMENT

- 1-4 images (670 x 445 px) and a video, if desired (Youtube/Vimeo)
- Title, max. 100 characters
- Caption and the 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.

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 3 working days (special advertising formats 5 working days) before the start of the campaign to: 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.

Current VAT will be added to the prices.

FURTHER INFORMATION

Media sales or AdOps team

Note also this:

**MT METSÄ
SUPPLEMENT**
(print run 100,000)

+

AARRE
(basic print 20,000 pcs /
reprint 40,000 pcs)
+ targeted online visibility

