

MAASEUDUN TULEVAISUUS

www.maaseuduntulevaisuus.fi

Media card 2012

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 83 158 (The Finnish Audit Bureau of Circulations (FABC) 2010) and a readership of 332 000 (Source: National Media Research, KMT Autumn 2010/Spring 2011). The paper comes out 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 29th, March 28th, September 26th and November 7th. 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	Lauri Kontro
Managing Director	Heikki Laurinen
Marketing Director	Olli Kantola

Advertising rates/per mm column

In text, black and white	3,55 €
In text, 2-colour	3,90 €
In text, 4-colour	4,30 €

Whole page, black and white	13 800 €
Whole page, 2-colour	15 891 €
Whole page, 4-colour	17 345 €
Whole front page, 4-colour	20 785 €

After text, black and white	2,70 €
After text, 2-colour	3,60 €
After text, 4-color	4,30 €

Metsänomistaja special issue (comes out four times a year)

In text, black and white	3,85 €
In text, 2-colour	4,15 €
In text, 4-colour	4,55 €
Whole front page, 4-colour	26 865 €

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 high
(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: FreeHand, Illustrator, PageMaker, QuarkXPress, Corel Draw, 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 20 413 2233
ilmoitus@maaseuduntulevaisuus.fi

Account Manager

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



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Network advertising

The renewed website of Maaseudun Tulevaisuus now offers even more variety for all your advertising needs. The site is designed to keep our professional readers up to date. Also, please do not hesitate to visit the Konearena.fi website or contact us when searching for a great spot for your web banner within our mobile news and weather pages.

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

1. **SÄÄSTÄ 10 % SÄHKÖNKULUTUKSESTASI.** Fortum

2. **FORD RANGER** Ajien toimintavarmuutta yhdistävät huippuluokan ajettavuus, luokkansa joustava kantavuus ja hämmästyttävä vetokyky.

3. **UIUTTASÄHKKEET LUTUMMAT** Suuri aliteräsi onnistaa maagisesti lämmittää. Maaseutuajajien käytti näytää vihreää. Bioruokan kuitteen äänestysvoiton. Tietopöytäsi saatava ruokakauppa Kiti. Puhdista tarjous yhä salaa.

4. **VOITTA SKIMBAMATKA TAI LAJIAKORTTI**

5. **DNA Pro. Älypuhelimesi paras ystävä.**

6. **KOKEILE KOTINÄYTTÖÄ NETISSÄ JA VOIT LAITE ITSELLESI.** Fortum

Banner reservations
Tel.
+358 20 413 2321

Banners

Entire options

rates/week

Giant banner 728 x 90 px	1. 2.	980 €
Panorama 980 x 120 px or 980 x 90 px	1. 2.	1 190 €
Billboard 1 and 2 140 x 350 px	3. 4.	870 €
Extended billboard 140 x 600 px	4.	980 €
Ad box 300 x 250 px	5.	550 €
Giant box 468 x 400 px	6.	980 €

Materials Gif, Jpg, Flash

Materials delivery:

- 3 working days before the beginning of the campaign: materiaali@netpool.net
- attach the url to which the ad will be linked to
- the maximum file format is 50 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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