

NORDIC FORESTRY MEDIA CARD

Publisher

Metsätrens -Lehti Oy

Reg. VAT FI05558484

www.metsatrens.com

Marketing: Tero Nurmi, +358 (0)400 345 676
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Digital material via e-mail: aineisto@metsatrens.com

Nordic Forestry

Nordic Forestry covers everything and anything from forest processing to hauling wood. Topics include legislation, traffic, news of the field of industry and novelties among other things. Our ezine is subscription based and includes all the articles from the magazine among lots of free content.

Advertising

We offer advertising on our ezine based on either time or displays.

For user and advertisement analytics we use Google Analytics along with our own analytic tools.

File format JPEG or GIF.

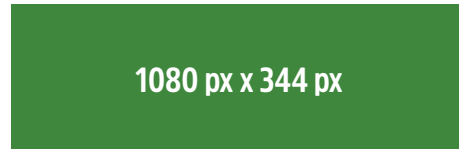
Full year with the price of 11 months.
Discount based on displays: 5% / 10000

Appeals in writing within 8 days after the publication date. Responsibility for errors is restricted to the advertising rates at most.

Front page advertising

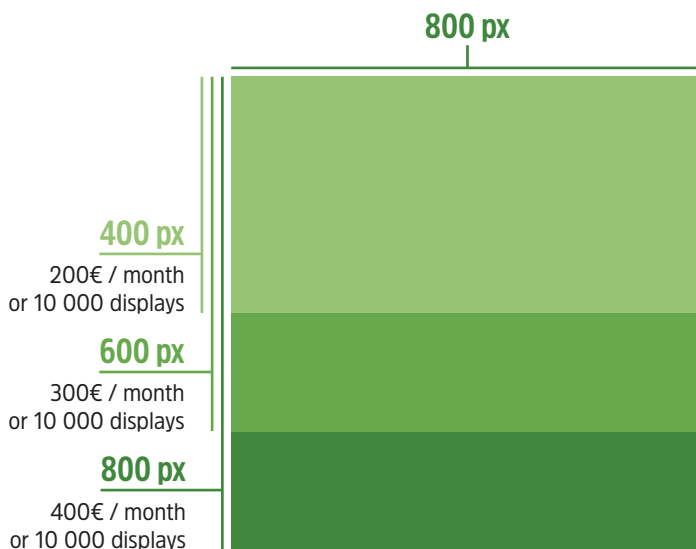


50€ / month or 10 000 displays



100€ / month or 10 000 displays

In-article advertising



Modified height on in-article ad – ask for offers!

Nordic Forestry

METSÄTRANS MEDIA CARD 2022

Publisher

Metsätrens-Lehti Oy

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ISSN 1457-2656

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Technical info

Page size (A4) 210 x 297 mm

ADVERTISEMENT SIZES (width x height):

Front cover 210 x 250 mm*

Back cover 210 x 257 mm*

Spread 420 x 297 mm*
390 x 270 mm

1/1 page 210 x 297 mm*
185 x 270 mm

1/2 page 210 x 145 mm*
185 x 130 mm
103 x 297 mm*
90 x 270 mm

1/3 page 185 x 85 mm
59 x 270 mm

1/4 page 185 x 60 mm
90 x 133 mm

1/6 page 90 x 85 mm
59 x 130 mm

1/8 page 90 x 60 mm

Banner 210 x 35 mm*

* add 5mm bleed, bleedmarks not required

We do not accept advertisement material done with office programs (Word, Excel, Powerpoint etc.).

Advertising prices

Front cover	2.590 €
Back cover	1.970 €
Spread	2.630 €
1/1 page	1.580 €
1/2 page	970 €
1/3 page	810 €
1/4 page	620 €
1/6 page	510 €
1/8 page	390 €
Banner	430 €

VAT 24% will be added to prices.

Insertions by agreement.

Purpose

Metsätrens covers everything and anything from forest processing to hauling wood. Topics of the magazine include legislation, traffic, news of the field of industry and novelties among other things.

Publication dates

Issue	Theme	Material deadline
No 1 vko 9	Statistics	14.2.
No 2 vko 17	Transportation 2022 trade fair	8.4.
No 3 vko 26		13.6.
No 4 vko 34	Finnmetko 2022 trade fair	8.8.
No 5 vko 42	Extra distribution	3.10.
No 6 vko 51	Extra distribution	5.12.

Distribution

Circulation covers comprehensively timber drivers and forest-machine entrepreneurs, truck points, sawfactories and the personal of the companies selling and producing machines and equipments. Addressed mailing 5000-8000 copies. The magazine is published in Finland and the articles are in finnish.

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Metsätrens

Painavaa asiaa kannolta tehtaalle – Puunkäsittelyn erikoislehti