MEDIA CARD 2026

Publisher

Metsätrans-Lehti Oy

Myllärinkatu 21A, 65100 Vaasa, FINLAND
www.metsatrans.com

Reg. VAT FI33844824
ISSN 1457-2656

Member of Aikakausmedia ry.

Marketing: Tero Nurmi, +358 (0)400 345 676
tero.nurmi@metsatrans.com

Digital material via e-mail: aineisto@metsatrans.com

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 25,5% will be added to prices.

Insertions by agreement.

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.).

Purpose

Metsätrans 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 wk. 9	Statistics	6.2.2026
No 2 wk. 18	Extra distribution	10.4.2026
No 3 wk. 26	Power Truck Show 2026 preview	5.6.2026
No 4 wk. 36	FinnMETKO preview	7.8.2026
No 5 wk. 43	Bioenergy	2.10.2026
No 6 wk. 51	Extra distribution	27.11.2026

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.

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

Metsätrans

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Graphic recommendations for advertising material

bleed, 5 mm

print protection area, 10 mm on the sides, 5 mm above and below



Example of 1/1 page advertisements bleed and protection zone.



Example of 1/2 page advertisements bleed and protection zone.

Advertisements that use bleeds* are cut from the material by 5 mm on each page. In these advertisements, no significant elements such as text or product images should be positioned in or outside the yellow area. Metsätrans cannot ensure the preservation of elements that reach or exceed the yellow area in the printed version of the magazine.

*Opening - 420 x 297 mm

*1/1 page - 210 x 297 mm

*1/2 page - 210 x 145 mm (horz.), 103 x 297 mm (vert.)

*1/3 page - 95 x 210 mm (horz.), 71 x 297 mm (vert.)

EZINE MEDIA CARD 2026

Publisher

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www.metsatrans.com

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tero.nurmi@metsatrans.com

Digital material via e-mail: aineisto@metsatrans.com

Metsätrans

Metsätrans covers everything and anything from forest processing to hauling wood. Topics ranging from legislation, traffic, news of the field of industry to novelties among other things. Our ezine 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.

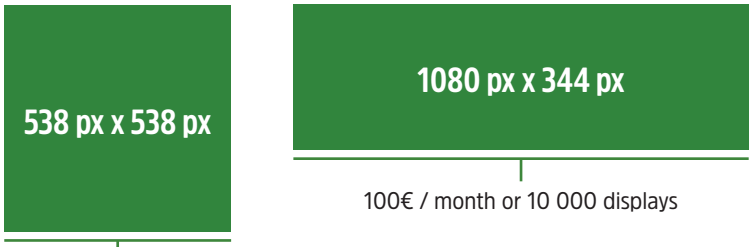
File format JPEG or GIF.

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.

VAT 25,5% will be added to prices.

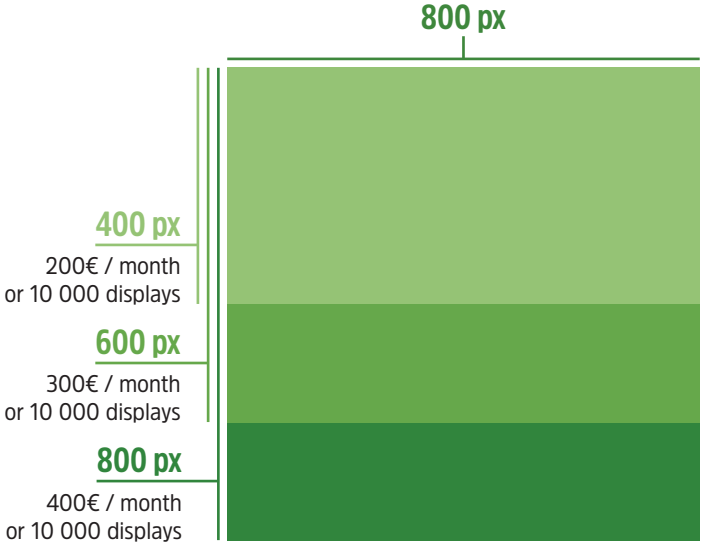
Front page advertising



50€ / month or 10 000 displays

100€ / month or 10 000 displays

In-article advertising



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

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