

MEDIA CARD 2025

Publisher

Metsätrens-Lehti Oy

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

Reg. VAT FI33844824
ISSN 1457-2656

Member of Aikakausmedia ry.

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

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	7.2.2025
No 2 vko 18	Proforest 2025 preview	11.4.2025
No 3 vko 26	Power Truck Show 2025 preview	6.6.2025
No 4 vko 36	Extra distribution	15.8.2025
No 5 vko 43	Energywood	3.10.2025
No 6 vko 51	Extra distribution	28.11.2025

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.

Metsätrens

EZINE MEDIA CARD 2025

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Metsätrens

Metsätrens 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

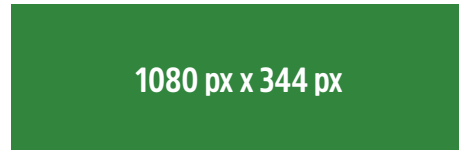
Appeals in writing within 8 days after the publication date. Responsibility for errors is restricted to the advertising rates at most.

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Front page advertising

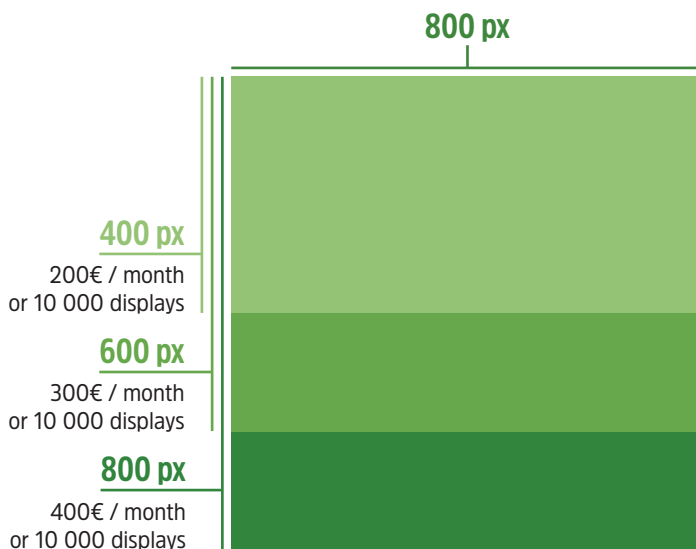


50€ / month or 10 000 displays



100€ / month or 10 000 displays

In-article advertising



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

Metsätrens