

J A H T I

FINNISH HUNTERS'
ASSOCIATION
MEMBERS' MAGAZINE

JAHTIMEDIA.FI

4

issues
per year

MEDIA INFORMATION 2025

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Jahti magazine

Jahti is a magazine published by the Finnish Hunters' Association, distributed five times a year to all members of the association. The magazine is particularly aimed at active hunters, as most of our readers are members of hunting clubs within the Finnish Hunters' Association.



SPECIFICATIONS

PUBLISHER:

Finnish Hunters' Association

EDITORIAL OFFICE:

Finnish Hunters' Association,
P.O. Box 91 (Kinturinkuja 4),
11101 Riihimäki,
Tel. +358 10 841 0050
jahti@metsastajaliitto.fi
metsastajaliitto.fi

EDITOR-IN-CHIEF:

Jaakko Silpola
jaakko.silpola@metsastajaliitto.fi
+358 50 406 4836

CIRCULATION:

144,651 magazines (LT 2020)

READERSHIP:

270,000 people
(KMT autumn 2015 / spring 2016)

CIRCULATION AREA:

Throughout Finland

SUBMITTING MATERIALS:

astehelsinki.fi/ilmoitukset
or jahti@metsastajaliitto.fi

FORMAT FOR

SUBMITTING MATERIALS:

Print-ready PDF file. The editorial staff is not responsible for the accuracy of the materials.

NAMING THE MATERIALS:

Advertiser's_name_subject.pdf (e.g.
Huntingcompany_ammunition.pdf)

PAGE SIZE:

220 × 280 mm

PRINT PROFILE:

Inside pages: SC_paper_eci
Covers: ISOcoated_v2_300_eci

LAYOUT AND PAGE PRODUCTION:

Aste Helsinki Oy

PLACE OF PRINT:

UPC Print, Vaasa



4041 0948
Painotuote

SALES OF ADVERTISING SPACE



KRUUNU
MEDIA

Kruunu Media Oy

Reetta Salo
reetta.salo@kruunumedia.fi
050 530 0044



Issue number	Material reservation	Material submitted	Issue published
No 1	7 Jan	14 Jan	19 Feb
No 2	21 Mar	28 Mar	7 May
No 3	10 Jun	17 Jun	16 Jul
No 4	26 Aug	2 Sep	8 Oct

Reservations must be cancelled no later than one week before the deadline for submitting materials; advertisements on specified pages no later than three weeks before the materials deadline. If the cancellation is made later, the Finnish Hunters' Association will charge 50% of the net price of the advertisement. Cancellations after the materials deadline are charged 100% of the net price of the advertisement.

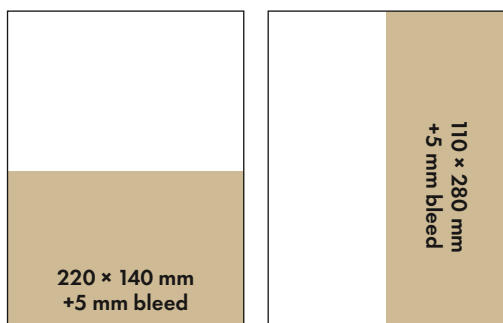
Online advertising

ADVERTISEMENT SIZES



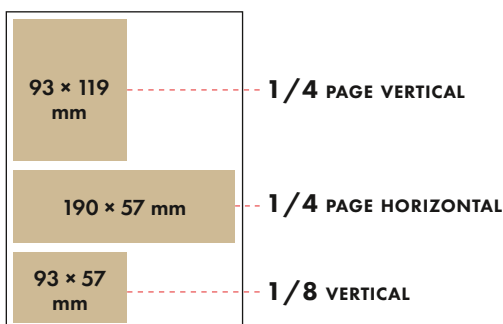
1/1 PAGE

1/1 BACK COVER



1/2 PAGE HORIZONTAL

1/2 PAGE VERTICAL



1/4 PAGE VERTICAL

1/4 PAGE HORIZONTAL

1/8 VERTICAL

PRICES

Size	Prize
1/1 (back cover)	€4,750
1/1 (pages 2 and 3)	€4,250
1/1	€3,800
1/2	€2,525
1/4	€1,725
1/8	€875

Annual advertising agreements are always agreed on separately. Ask for an offer an insert. The prices for inserts are always negotiated separately.

JAHTIMEDIA.FI

Jahtimedia.fi is the digital online media platform of the Finnish Hunters' Association and the Jahti magazine. It features articles, interviews and videos related to hunting. We provide space for text-based advertorials on the platform. In addition, the pages have advertising spaces in the article view.



NUMBER OF VISITORS:

More than 360,000 visitors per year

PRICE:

Advertorial: €1,500/unlimited time

Banner slot: €675/month

MATERIAL SIZE:

Advertorial: The length is open

Banner slot: 255 x 255 px

SUBMITTING MATERIALS:

jahtimedia.fi/materiaalit

at least two weeks before the desired publication date (weekday)

FORMAT FOR SUBMITTING MATERIALS:

The advertiser is responsible for the design, implementation, and delivery of the material and the link addresses.

Advertorial: Deliver your finished search engine optimized text written to be interesting for the reader as a text file and your images as JPGs or PNGs, preferably horizontal. Also specify your main image, the order in which the images are placed, and the captions and ALT text for your images in a text file. You can include web links and videos in your advertorial. In this case, the video must be sourced by the advertiser from YouTube or Vimeo for example, where it can be linked to the article. Optionally, you can add UTM tags to the links in your advertorial.

Banner slot: Send as an image in the specified size. File format JPG or PNG. The image may not be animated. The website is responsive, which means that the actual size of the banner will vary from device to device.

METSASTAJALIITTO.FI

There are four banner slots on the front page of the Finnish Hunters' Association's website: One upper advertising space next to the news excerpts and three slots under the news and Jahtimedia listings.



NUMBER OF VISITORS:

More than 300,000 visitors per year

PRICE:

The upper advertising space next to the news excerpts: €675/ month

The slots under the news and Jahtimedia listings: €335/ month each

MATERIAL SIZE:

All advertising spaces: 512 x 214 px

AINEISTON VASTAANOTTO:

jahtimedia.fi/materiaalit
at least two weeks before the desired publication date (weekday)

FORMAT FOR SUBMITTING MATERIALS:

Send as an image in the specified size. File format JPG or PNG. The image may not be animated. The website is responsive, which means that the actual size of the banner will vary from device to device. The advertiser is responsible for the design, implementation, and delivery of the material and the link addresses.

UPC print COMMUNICATION CENTER

"European Center of Excellence"



Industry Leader in North of Europe

We Print Smart

Excellence in standard
formats
Non-standard at stan-
dard prices

We Print Smarter

2 in 1
On-line finishing
Push Media

Super Media

Consumer Bonus
Print as social media
Print, Mobile & Web
Data Driven Performance

Kenneth Lehtola
Sales Director

+358 500 835323

TERMS AND CONDITIONS FOR ADVERTISERS:

The drafting, preparation and completion of material to be published in the various media channels of the Finnish Hunters' Association (Jahti magazine, Jahtimedia.fi website, the Association's website and other publishing platforms) and the resulting costs in their entirety are the responsibility of the advertiser. The advertiser must submit the material they wish Jahti to publish in a ready-for-print format by the submission's deadline announced by the Finnish Hunters' Association. The precise format the material is to be submitted in shall be agreed upon separately. The Finnish Hunters' Association shall have the right to charge the advertiser in full for any and all expenses incurred during the implementation and publishing of their material and for the excess costs of making any changes. The Finnish Hunters' Association shall send an itemized invoice to the advertiser each time their advertisement has been published.

The Finnish Hunters' Association shall have the right to decline to publish material it views to be against good practice or at odds with the spirit of Finnish Hunters' Association's various media channels (Jahti magazine, Jahtimedia.fi website, the Association's website and other publishing platforms). We shall notify the client immediately if their material will not be published and provide the reasons for this.

The advertiser shall maintain ownership and all immaterial rights (e.g. copyright) of the advertising material. By submitting their advertising material to the Finnish Hunters' Association,

the advertiser relinquishes the right of use of their material to the Finnish Hunters' Association. The right of use relinquished to the Finnish Hunters' Association includes the right to publish the material in Finnish Hunters' Association's various media channels (Jahti magazine, Jahtimedia.fi website, the Association's website and other publishing platforms).

The advertiser shall be responsible for ensuring that they hold the necessary ownership of and immaterial rights for the material they submit to the Finnish Hunters' Association for publication in Finnish Hunters' Association's various media channels (Jahti magazine, Jahtimedia.fi website, the Association's website and other publishing platforms). The advertiser shall be responsible for the content of the advertisement and for ensuring that it is in accordance with laws and regulations given by public authorities. The advertiser shall be entirely responsible for any direct or indirect damages that their material or publishing of this material causes to a third party and/or the Finnish Hunters' Association.

The advertiser shall issue any possible complaints on the treatment of their material in writing no later than fourteen (14) days after the material has been published, with the understanding that they have accepted the layout for the material.

The Finnish Hunters' Association shall not be responsible for indirect damages to the advertiser or third parties, unless it is seen that these have been caused intentionally or

are due to gross negligence. The maximum liability of the Finnish Hunters' Association shall always be the amount of money that the Finnish Hunter's Association has received from the advertiser, with the exception of damages that have been brought about intentionally or are due to gross negligence. The Finnish Hunters' Association shall not be responsible for minor printing or layout errors that do not hinder the understanding of the advertiser's material and do not reduce its advertising value. The Finnish Hunters' Association shall not be responsible for the publication date of the magazine being earlier or later due to the activities of delivery companies (e.g. Posti).

The Finnish Hunters' Association shall not be responsible for errors in published materials if they were in the material at the time it was submitted to the Finnish Hunters' Association. The Finnish Hunters' Association shall not be in any way liable for the content or structure of websites owned or maintained by third parties in spite of the fact that it may be possible to access Finnish Hunters' Association's various media channels (Jahti magazine, Jahtimedia.fi website, the Association's website and other publishing platforms) directly from those sites using links. The Finnish Hunters' Association shall not be held responsible for the interruptions of service on Finnish Hunters' Association's various media channels (Jahti magazine, Jahtimedia.fi website, the Association's website and other publishing platforms) due to possible service breaks or faults in data communications.