

# Metsästäjä

Magazine for over 300 000 hunters

MEDIA  
2022

## Themes and target audiences

The Metsästäjä (in Finnish) / Jägaren (in Swedish) magazine offers practical knowledge of hunting and game management, hunting legislation, the use of dogs in hunting, life in the wilderness and equipment needed. Other subjects are f.e. international co-operation, the relation of game husbandry to the other uses of nature and natural resources, the position and significance of game animals in nature and so on.

Metsästäjä / Jägaren magazine is sent to every hunter in Finland. The magazine is also distributed to numerous offices, libraries, schools, educational institutions in the fields of forestry and agriculture and to many associations and private persons in Finland and abroad.

The magazines annual volume consists of six issues. The issues are not sold separately.

## Publisher

**Finnish Wildlife Agency  
(Suomen riistakeskus – Finlands viltcentral)**

Address: Sompiontie 1, FIN-00730 HELSINKI, Finland

Tel. +358 29 431 2001

e-mail: asiakaspalvelu@riista.fi

website: riista.fi

**Editor-in-chief:** Klaus Ekman

## Technical information

**Size of the magazine:** 210 x 275 mm, printing area 186 x 254 mm, column width 43,5 mm on a 4-column page.

**Printing method:** offset rotary press

**Screen ruling width:** Black-and-white 48, 4-coloured 54

**Paper:** LWC 57 g/m<sup>2</sup>

**Printing place:** Hansaprint Oy

**Requirements for material:** offset material

**Binding:** stapling

**Circulation:** Metsästäjä 305.000

Jägaren 18.500

## Publishing and material schedule

Issue	Booking	Material Day	Publication day
1	3.12.	23.12.	20.1.
2	1.2.	21.2.	17.3.
3	24.3.	13.4.	13.5.
4	25.5.	15.6.	15.7.
5	28.7.	17.8.	9.9.
6	30.9.	21.10.	18.11.

## Publishing and material schedule:

When deviating from the program, the working process will be defined according to feasibility.

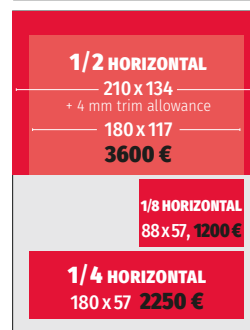
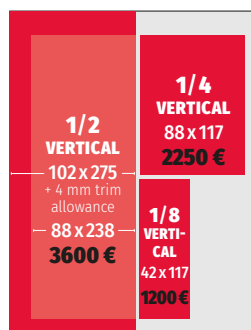
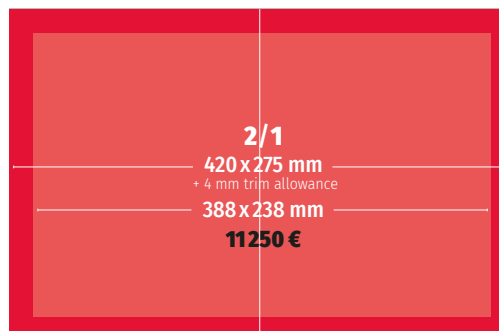
The advertisement reservation will expire in case the advertiser has outstanding invoices.

## Advertisements:

Tero Kuitunen  
+358 29 431 2122  
tero.kuitunen@riista.fi

Klaus Ekman  
+358 29 431 2103  
klaus.ekman@riista.fi

## Ad sizes



## Classified advertisements:

www.eraverkko.fi

**Prizes:** In the Trading column: 20 €/line,  
max 40 characters/line.

## Delivery of material

Digital file in PDF-format.

www.astehelsinki.fi/ilmoitukset

## Other terms

The advertisements are published at the same price in the Jägaren magazine. Advertising rates according to agreement for the special editions of the magazines. Supplements according to agreement. No reservations for fixed places except for the back cover.

**Discounts:** 15% for material ready for printing.

Annual agreements are separately negotiated.

**Cancellation:** On the previous day of the material day at the latest.

**Claims:** Within 14 days of the publication of the magazine in writing.