

METSÄSTYS JA KALASTUS

THE PASSIONATE NATURE ENTHUSIAST

Understanding nature is essential whenever visiting the wilderness. Metsästys ja Kalastus tells about the current phenomena for the hobbies of each season. Modern hunters and anglers use many methods and different gear. Readers are passionate about their hobby and invest time and money in equipment and trips. Metsästys ja Kalastus experiments, compares, and measures tools and gear, and provides readers with useful information that is objective and proven. Wilderness stories and pictures from the readers are a strong part of Metsästys ja Kalastus.

Metsästys ja Kalastus is the longest-running publication in the field, made by the best experts in the field all over Finland. In addition to the magazine, websites and social media are reaching growing audiences well. Metsästys ja Kalastus appears 12 times per year. You can find the website at Metsastysjakalastus.fi.

PRICES

SIZE	PRICE €
2/1	5 530
1/1	3 070
1/2	2 085
1/4	1 535
2. Cover	3 380
3. Cover	3 380
BACK COVER	3 380

TECHNICAL INFORMATION

ENQUIRIES, RESERVATIONS

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MATERIALS

An email with material delivery instructions and link will be provided when making a reservation.

SUBMISSION OF ATTACHMENTS

Pekka Sälpäkivi, tel. +358 03 423 5761, Puna-Musta Forssa, Viksbergintie 2-4, 30300 Forssa

NUMBER OF ISSUES

12 issues per year

SIZE OF THE MAGAZINE

210 x 275

PRINTING METHOD

Offset

BINDING

Saddle stitching

NUMBER OF READERS

203 000

Please ask for more information about measuring campaigns and solutions.

TIMETABLE FOR 2022

ISSUE	PUBL. DATE	RESERV	MATERIALS	SPECIAL THEME
1	5.1.	8.12.	15.12.	Knives and more knives. Interesting results of M&K's big knife competition, get to know the knife collector and war-time knives.
2	2.2.	5.1.	13.1.	Fox hunting. What is the situation of the domestic fox population and why? Tips for catching a fox.
3	2.3.	3.2.	10.2.	Fishing whitefish. Instructions for angling whitefish on the coast and preparing whitefish for food right on the shore. Report on why there is so much whitefish in the sea.
4	6.4.	10.3.	17.3.	Beaver hunting. The beaver population situation and hunting statistics in Finland, information on beaver baiting.
5	4.5.	5.4.	12.4.	Fishing boats. Fishing boat electricity: an expert replies. Boat for the trailer: what all needs to be considered? Introducing one fishing boat.
6	1.6.	4.5.	11.5.	Salmon. Why are the salmon stocks decreasing in Teno and other northern rivers, and what does the future of salmon look like? An overview of the Tornio and Kymijoki rivers.
7	6.7.	8.6.	15.6.	Summer fish delicacies. Instructions for making a summer fish menu, recipes, tips.
8	3.8.	7.7.	14.7.	Duck hunting. The situation of the ducks to be hunted, preview of the duck season starting in August, tips for catching ducks.
9	7.9.	11.8.	18.8.	Wild boar. How does the wild boar conquer Finland? And what is the situation in Sweden? Tips for catching, including shooting in the dark.
10	5.10.	8.9.	15.9.	Elk hunting. Outlook for the elk season, analysis of the previous season's M&K elk ten-tine club intake.
11	2.11.	6.10.	13.10.	Hare hunting. The hare is a traditional Finnish game whose popularity has declined. Is the trend reversing? What is the situation of the hare population? Tips for catching.
12	7.12.	9.11.	16.11.	Wilderness literature and stories. A look at the year's wilderness book offerings, reports from us and elsewhere.

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