

METSÄSTYS JA KALASTUS

PASSIONATE NATURE DWELLER

Metsästys ja Kalastus is the most long-lived, reliable and leading publication in the field. The authors are the best experts in the field from all over Finland, who provide researched information and well-considered insights. M&K is a high-quality and credible environment for visibility. The brand reaches a wide audience. Readers are passionate about their hobbies and invest time and money in equipment and trips. Readers have been closely involved in the publication for decades through the readers' photos and stories they have sent, as well as the elk, deer and pike mile high clubs.

Readers are avid enthusiasts for whom hunting and fishing, or at best both, are a way of life. Outdoor recreation and moving about in nature are something in common for all of them. M&K website and social media reach new audiences alongside old readers. Metsästys ja Kalastus appears 12 times per year. You can find the website at [Metsastysjakalastus.fi](https://www.metsastysjakalastus.fi).

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

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NUMBER OF ISSUES

12 issues per year

SIZE OF THE MAGAZINE

210 x 275

PRINTING METHOD

Offset

BINDING

Saddle stitching

NUMBER OF READERS

177 000

PRICES

SIZE	PRICE €
2/1	5 700
1/1	3 160
1/2	2 150
1/4	1 580
2. COVER	3 480
3. COVER	3 480
BACK COVER	3 480

We reserve the right to make changes.

Please ask for more
information about measuring
campaigns and solutions.

TIMETABLE 2024

ISSUE	PUBL. DATE	RESERV	MATERIALS	SPECIAL THEME
1	3.1.	7.12.2023	12.12.2023	Ice fishing. The ice fishing season is underway throughout the country. We give tips for jigging the lake pike-perch.
2	7.2.	16.1.	19.1.	Crow hunt. A report on a crow hunt carried out with a special permit, what kind of tools are available for attracting crows, information on the impact of the crow population on the bird population.
3	6.3.	13.2.	16.2.	Travelling off-road. Tips for choosing routes and making a map inquiry in advance. We explain how and when you can drive a motor vehicle off-road.
4	3.4.	8.3.	13.3.	Pike fishing. This common, large-growing carnivorous fish is one of angler's favourite catches. We fish for spring pike in Uusikaupunki and tell about the lures that are suitable for the beginning of the season.
5	8.5.	15.4.	18.4.	Hunting and fishing control. We tell about the operation of hunting and fishing control and what a hunting and fishing supervisor does in practice. We review the hunting and fishing regulations and explain what are the key sections for a hunting and fishing enthusiast and why.
6	5.6.	14.5.	17.5.	Shooting practice. We test a mobile shooting range in practice, an expert gives tips for long distance shots on game, we explain about the providers of shooting instruction.
7	3.7.	10.6.	13.6.	Pike-perch fishing. As the climate and waters become warmer, the pike-perch flourishes even better. Advice on equipping a cottage boat for pike-perch fishing. Tips for catching large pike-perch.
8	7.8.	16.7.	19.7.	The opening issue of the hunting season. A report on a forest goose hunt, we tell about the transplantation of greylag geese, information about barnacle geese.
9	4.9.	13.8.	16.8.	Bear hunt. We go on a bear hunt in Suomussalmi with the students of the game study programme. Hunting dogs on a bear hunt. Commercial bear hunt.
10	2.10.	10.9.	13.9.	Elk hunt. Elk is a popular Finnish game and a traditional target for hunting parties. We tell about elk-hunting and the status of domestic elk populations.
11	6.11.	15.10.	18.10.	Game food. The autumn hunting season is the peak season for various game dishes. Expert tips for preparing game meat for food, instructions and advice for the home kitchen.
12	4.12.	12.11.	15.11.	Hunting around the world. We go hunting around the world, spectacular reports. We advise on what to take into account and how to anticipate when traveling with a firearm.

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