

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

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

188 000

Please ask for more information about measuring campaigns and solutions.

TIMETABLE 2023

ISSUE	PUBL. DATE	RESERV	MATERIALS	SPECIAL THEME
1	4.1	7.12.2022	14.12.2022	Knives and more knives. The knife is the traditional general tool of the Finnish hunter.
2	1.2	4.1	12.1	Trophies, i.e. taxidermy, antler trophies and other similar hunting and fishing souvenirs.
3	1.3	2.2	9.2	Hunting optics (scopes, binoculars, etc.). The supply of optics is extensive and optics can be found for different purposes. Choosing the right tool is important.
4	5.4	9.3	16.3	Game research. The research provides a basis for the management of game populations, and the information collected by hunters has long been an important part of game research in Finland.
5	3.5	3.4	12.4	Manufacture of lures. Finland has an extensive and high-level tradition in the manufacture of lures. Includes the history of the well-known lure and its maker, as well as instructions for self-tuning and tuning the lures. Testing game cameras.
6	7.6	10.5	17.5	Fishing. High odds of catching, easy fishing, but there is still a lot to learn and tips.
7	5.7	8.6	15.6	Summer fish dishes. Tips and advice for preparing fish delicacies at home, at the summer cottage, or in the countryside.
8	2.8	6.7	13.7	Pigeon hunting. Birds' UV vision and its effect on hunting, the importance of camouflage.
9	6.9	10.8	17.8	Deer hunting. In a few decades, the white-tailed deer has become one of Finland's most important game animals.
10	4.10	7.9	14.9	Elk hunting. Traditional Finnish big game. M&K's elk 'kymppikerho' club is already an institution that has collected unique material about large elk.
11	1.11	5.10	12.10	Wild game. Game is a valuable ingredient for the home cook. Tips and advice for using the catch.
12	8.12	10.11	17.11	Literature and stories. Wilderness books and trip reports.

Updated on this page:

19.6.2023 special theme on issue 8; 17.2.2023 issue 5 addition to special theme; 19.12.2022 special theme on issues 4 and 5