

METSÄSTYS JA KALASTUS

PASSIONATE NATURE DWELLER

Metsästys ja Kalastus is the oldest, most reliable, and leading publication in the field. The best experts in the field from all over Finland are the authors. Researched information, well-considered views. Readers have been closely involved in the publication for decades through the reader photos and stories they send, as well as the ten clubs for moose, deer, and pike. Metsästys ja Kalastus is a high-quality and credible environment for visibility. The brand reaches a wide audience. Readers are passionate about their hobby and invest time and money in equipment and trips. Readers actively participate in the publication by sending stories, photos, and ten club announcements. Readers are enthusiastic hobbyists for whom hunting and fishing, or in the best case, both are a way of life. Outdoor activities and movement are unifying factors for all of them. Metsästys ja Kalastus's websites and social media reach new audiences alongside old readers. Readers are interested in both useful information and experiences. Metsästys ja Kalastus is published 12 times a year. You can find the homepage at metsastysjakalastus.fi.

TECHNICAL INFORMATION

ENQUIRIES, RESERVATIONS

yrittyspalvelu@otavamedia.fi

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

152 000

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.

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TIMETABLE 2025

ISSUE	PUBL. DATE	RESERV	MATERIALS	SPECIAL THEME
1	8.1.	10.12.2024	13.12.2024	Fishing for Burbot is a mid-winter seasonal activity. We provide tips for catching burbot through the ice.
2	5.2.	15.1.	20.1.	Electrical Installations of Fishing Boats. The amount of electronics in fishing boats is increasing. In themed articles, we offer information and tips on boat electrics.
3	5.3.	12.2.	17.2.	Acquisition of Used Firearms. How to do it wisely, what to pay attention to, what the buyer can check themselves, and how?
4	2.4.	12.3.	17.3.	Predator Control is Important for Bird Nesting. Information about mink traps, among other things.
5	7.5.	11.4.	16.4.	Roe Deer Buck. The spring hunt for roe deer bucks offers variety during an otherwise quiet hunting season. Includes a report on a hunting trip to Estonia.
6	4.6.	13.5.	16.5.	Difficult Situation for Salmon Stocks in the Teno and Tornionjoki Rivers. The widely spread invasive species, the pink salmon, poses a question mark for the future.
7	2.7.	10.6.	13.6.	Common and Desirable Game Fish. Information on trolling for perch and perch lures.
8	6.8.	16.7.	21.7.	Opening of the Hunting Season. Duck attracting hunting. How to succeed in duck hunting, including the use of decoys.
9	3.9.	13.8.	18.8.	Wild Boar is an Interesting Game Species. Successful hunting of wild boar requires specialized skills.
10	1.10.	10.9.	15.9.	Rifle Ammunition. The rifle is the most important tool for hunting moose and deer. Useful information about rifle cartridges.
11	5.11.	15.10.	20.10.	Utilizing Game Completely. Tips for utilizing skins and furs, as well as for making game food products from your own catch.
12	3.12.	12.11.	17.11.	Hunting in Neighboring Countries. Hunting in Scandinavia and the Baltics, what to consider and how to travel with a hunting dog.

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