

METSÄSTYS JA KALASTUS

FINNISH HUNTING AND FISHING SINCE 1911

Metsästys ja Kalastus is the longest-running, most reliable, and leading publication in its field. Its contributors are the best experts from all over Finland, providing researched information and considered opinions. Metsästys ja Kalastus features practical tests of weapons, ammunition, hunting optics, fishing gear, as well as clothing and equipment for hunters and anglers. These are tested in real-life situations, and everything essential for practical use is measured and evaluated.

Metsästys ja Kalastus is a high-quality and credible environment for visibility. The brand reaches a wide audience. Readers are passionate about their hobbies and invest both time and money in equipment and trips. For readers, hunting and fishing—or ideally both—are a way of life. Spending time and being active in nature are unifying factors for all of them.

M&K is published 12 times a year. [The Metsästys ja Kalastus website](#) and social media channels reach entirely new audiences alongside the magazine's readers.

PRICES

TECHNICAL INFORMATION	
ENQUIRIES, RESERVATIONS yrityspalvelu@otavamedia.fi	SIZE OF THE MAGAZINE 210 x 275
MATERIALS An email with material delivery instructions and link will be provided when making a reservation.	PRINTING METHOD Offset
SUBMISSION OF ATTACHMENTS Miika Hiltunen, tel. +358 50 305 0649, PunaMusta Tampere, Kaapelikatu 1, 33330 Tampere	BINDING Saddle stitching
NUMBER OF ISSUES 12 issues per year	NUMBER OF READERS 162 000

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.

TIMETABLE 2026

ISSUE	PUBL.DATE	RESERV	MATERIALS	SPECIAL THEME
1	7.1.	10.12.2025	15.12.2025	M&K 115 years. A look at the hunter of the past and future.
2	4.2.	14.1.	19.1.	Hare hunting. Brown hare overtakes the mountain hare. We explore modern hare hunting.
3	4.3.	11.2.	16.2.	Electric motors in fishing boats: insights into both bow and stern motors.
4	1.4.	11.3.	16.3.	Fishing in neighboring countries. Tips for cross-border angling.
5	6.5.	14.4.	17.4.	Lake salmon. What is the current status and future of the species? Natural reproduction vs. stocking.
6	3.6.	12.5.	18.5.	Summer training for hunting dogs and hunters. Tips for maintaining and improving fitness.
7	1.7.	9.6.	12.6.	Responsible trap fishing. We review suitable traps and best practices.
8	5.8.	15.7.	20.7.	Start of the autumn hunting season. Lead-free hunting. 30 years of the lead shot ban in waterfowl hunting.
9	2.9.	12.8.	17.8.	The North American beaver is classified as an invasive species in the EU. What changes in beaver hunting?
10	30.9.	9.9.	14.9.	Start of the moose hunting season. The moose dog is a vital part of a successful hunt.
11	4.11.	14.10.	19.10.	Introduction to night vision devices. Hunting tools regulated by law.
12	2.12.	11.11.	16.11.	Hunting and fishing abroad. Experiences and insights from around the world.

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