



# Media Information 2024

## Better decisions with knowledge and networking

Kuntalehti is leading journal for municipalities decision makers and local authorities. Political views are independent.

### Print Media

Frequency: 11 issues in the year 2024  
Readership: 24.000

### Online

Website Kuntalehti.fi generates an average 70.000 visitors. Weekly newsletter has 15.000 subscribers

## Timetable and themes

Nr	Publ.date	Booking deadline	Copy deadline	Job ads	Theme
1	Jan 18	Dec 27	Jan 2	Jan 3	Wellbeing services counties
2	Feb 8	Jan 16	Jan 23	Jan 24	Leadership and Finance
3	Mar 14	Feb 20	Feb 27	Feb 28	Energy
4	Apr 11	Mar 18	Mar 25	Mar 25	Education
5	May 10	Apr 15	Apr 22	Apr 22	Public procurement and Digitalisation
6	Jun 6	May 14	May 21	May 22	
7	Aug 15	Jun 20	Jun 27	Jun 27	
8	Sep 16	Aug 20	Aug 27	Aug 28	Kuntamarkkinat (a municipal fair)
9	Oct 17	Sep 24	Aug 1	Aug 2	Municipal economy
10	Nov 14	Oct 22	Oct 29	Oct 30	
11	Dec 12	Nov 18	Nov 25	Nov 25	

### Contact information

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Editor-in-Chief Jarkko Ambrusin  
ISSN 1236-0066  
108. volume

**Payments**  
KL-Kustannus Oy  
IBAN FI33 1572 3000 3319 18  
BIC NDEAFIHH  
Terms of payment 14 days net.  
For volume discount contact our advertising sales. Cancellations before copy deadline / issue.



# 24.000

Print media readership

# 70.000

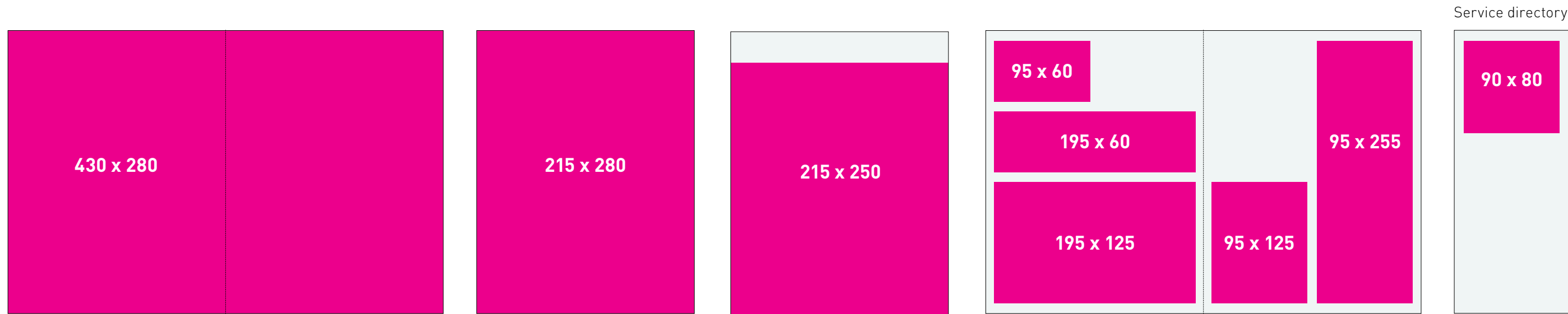
Website visitors per month

# 15.000

Newsletter subscribers

# Advertisement rates

PRINT



## Advertisement rates 1.1.2024 + VAT 24%)

Size	mm	Price €	Job advertisements
2/1	430 x 280	8,200	
1/1	215 x 280	5,100	4,600
2nd and 3rd covers	215 x 280	5,200	
Back cover	215 x 250	5,300	
1/2	95 x 255	3,500	3,100
1/2	195 x 125	3,500	3,100
1/4	95 x 125	2,200	2,000
1/4	195 x 60	2,200	2,000
1/8	95 x 60		990
Service directory	90 x 80	á 550 / issue	

### Technical details

Size (mm) 215 x 280  
 Binding: stifted  
 Printing method: offset rotation  
 Material address :  
 ilmoitukset@kuntalehti.fi

### Copy requirement

CMYK high resolution  
 Images at least 300 dpi  
 Print ready PDF file  
 Size according to reservation  
 Copy must have 5 mm bleeds on each edge of the copy

A separate charge will apply for PDF or other files and copy submitted in other than the above form.

VAT will be added to the prices.  
 Material delivery: ilmoitukset@kuntalehti.fi

# Sponsored contents /advertorials

Advertorial articles written by the brand or the publication and are published alongside regular editorial content. Advertorials and sponsored contents are distinct from the editorial pages with Fixed label "MAINOS" (Ad).

## Print

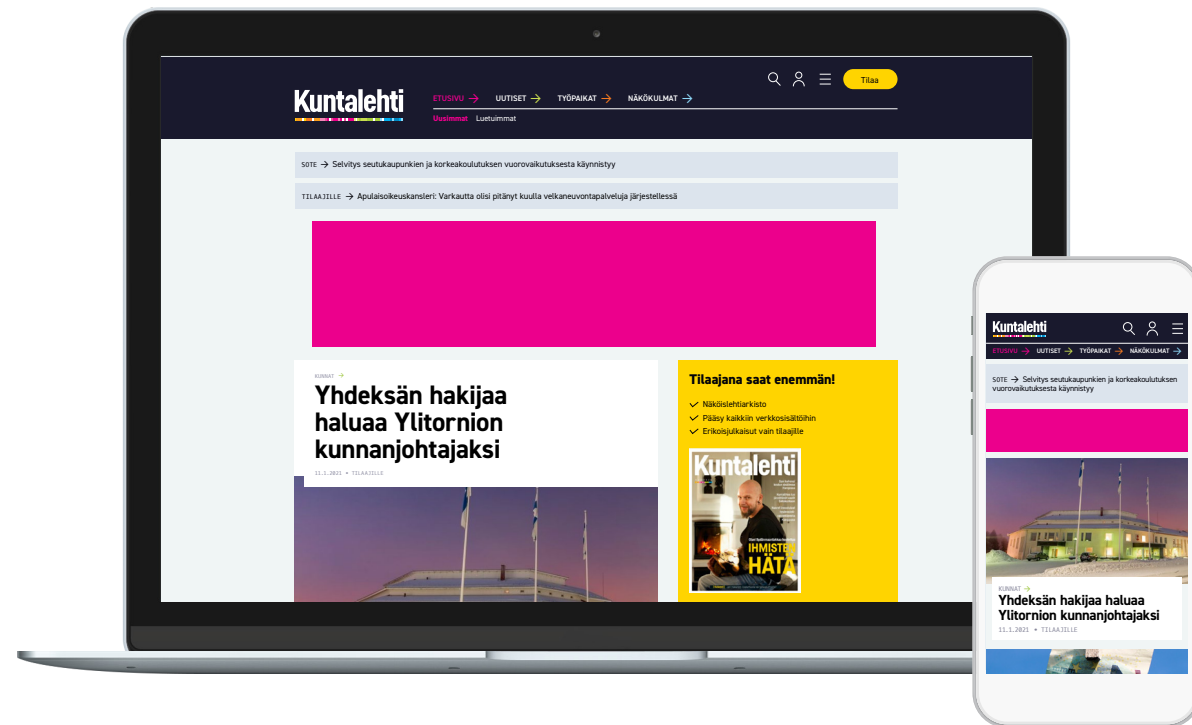
Price: 1/1-page 5,300 € + VAT or 2/1-page 8,400 € + VAT.

## Online

Price: 1,800 € + VAT / week

# Display advertising

ONLINE



## Panorama

960 x 200 px

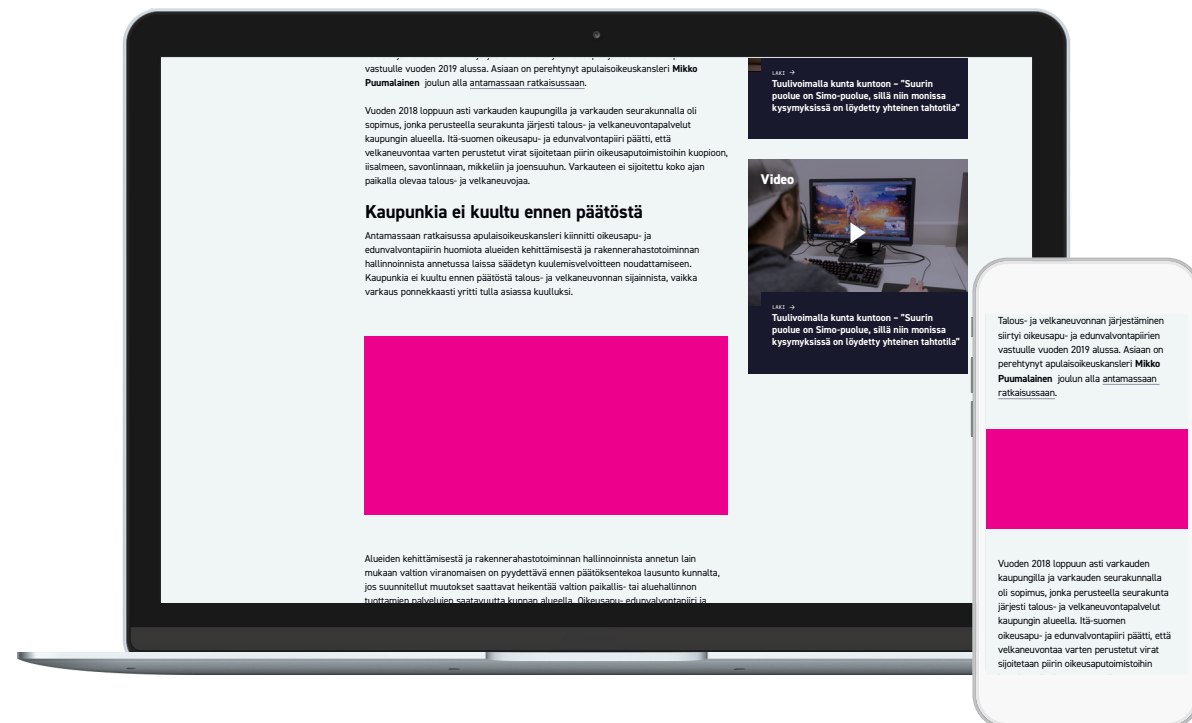
Price 1,150 € / week + VAT



## Home page rectangle

630 x 290 px

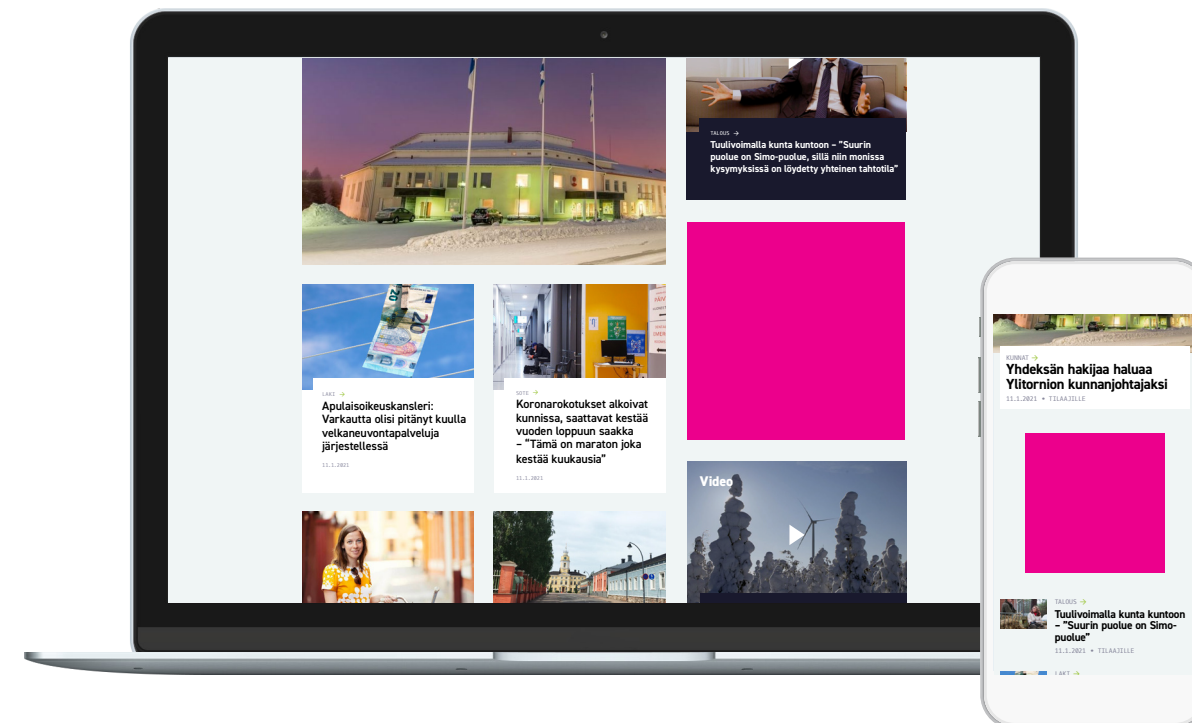
Price 1,800 € / week + VAT



## Banner ad placement: In-body

610 x 300 px

Price 2,800 € / week + VAT



## Sidebar

330 x 330 px

Price 900 € / week + VAT

Advertising materials can be delivered in picture file formats (jpg and gif). Recommended file size 25 kb.