

Kuntalehti

Media
Information
2025



Kuntalehti magazine reaches all major decision-makers and those with influence in the decision-making process.



Content marketing solutions 2025

83 900

monthly readers of
Kuntalehti magazine

15 000

newsletter subscribers

777 824

annual visitors to the
Kuntalehti.fi website

**77% of municipal
councillors are also
councillors for
wellbeing services
counties**

The public sector spends
EUR 45 billion each year on
products and services

Key figures for municipal media

80 % would
recommend Kuntalehti
magazine to a
colleague

86 % view Kuntalehti
magazine as a reliable
source of information

68 % consider
Kuntalehti magazine as
an important resource
for their own work

Taloustutkimus 2023

*Reach future
councillors
prior to
municipal
and regional
elections*

Kuntalehti – impactful media that commands the attention of decision-makers in municipalities and wellbeing services counties

As Finland's leading influencer media outlet within its target group, Kuntalehti magazine reaches all major decision-makers and those with influence in the decision-making process, both in municipalities and wellbeing services counties. Kuntalehti magazine is a unique medium providing comprehensive news and information on phenomena, people and decisions related to the everyday life of municipalities and wellbeing services counties. It offers up-to-date facts, in-depth background summaries, discussions, analyses and future development trends. Its content helps decision-makers to make more informed decisions within an increasingly complex environment.

Content marketing as part of a company's effective marketing communications

Article using the customer's own materials

Price: 1/1-page €5 100 + VAT
or 2/1-page €8 200 + VAT

The content will be published online at kuntalehti.fi. A content highlight of the article will be added to the front page in size 630 x 290px.

Accessible online for two weeks after publication.

The word "advertisement" will appear at the top of the page.

Kuntalehti

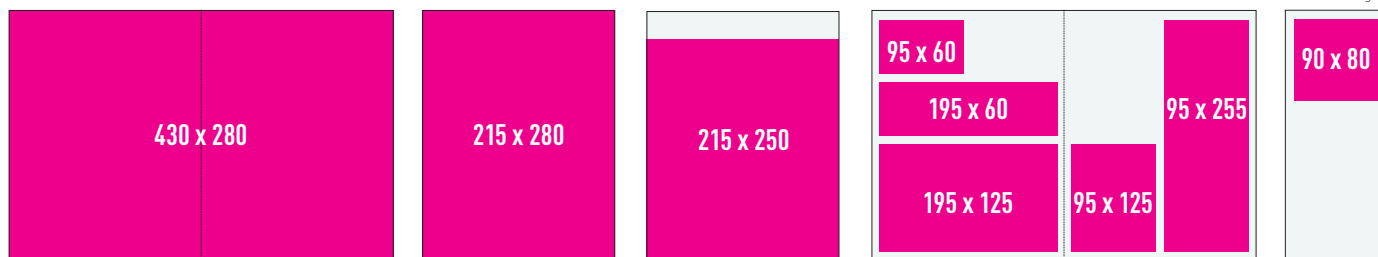


Also request an offer for advertorial production

83 900

monthly readers of
Kuntalehti magazine

Print advertising



Prices

Size	Dimensions	Price	Job advertisements
2/1	430 x 280	8 200	
1/1	215 x 280	5 100	4 600
2nd and 3rd cover	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
Info Box	90 x 80	Request an annual offer	

The current VAT will be added to the prices.

Material requirements

Advertisements must be submitted as a PDF file with a resolution of 300 DPI and in CMYK format. Text must not be placed closer than 5mm to the crop marks on the page (publication size). Full page and spread advertisements must take a 3mm bleed into account.

Advertising files: ilmoitukset@kuntalehti.fi,
additional information: +358 (0)50 599 6681

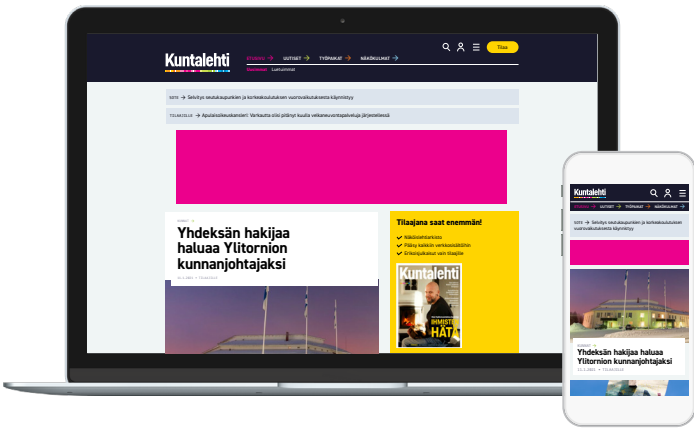
Technical specifications

Magazine size: 215 x 280 mm
Print area: 195 x 255 mm
Column width: 45 mm
Columns: 4
Printing method: offset rotation
Screen ruling: B&W and 4 colour, 60 lines
Binding: saddle stitch

Publication timetable 2025

	Publication date	Material submission deadline
1	30 Jan 2025	13 Jan
2	6 Mar 2025	17 Feb
3	10 Apr 2025	24 Mar
4	15 May 2025	24 Apr
5	12 Jun 2025	26 May
6	14 Aug 2025	28 Jul
7	11 Sept 2025	25 Aug
8	16 Oct 2025	29 Sept
9	13 Nov 2025	27 Oct
10	11 Dec 2025	24 Nov

*Request an additional offer
for inserts, glue dots,
magazine bagging,
half covers, or
other marketing options*



Panorama banner

960 x 200px

Price €1 150 wk + VAT

The banner appears at the top of all pages on the site.

Job advertisement online at kuntalehti.fi

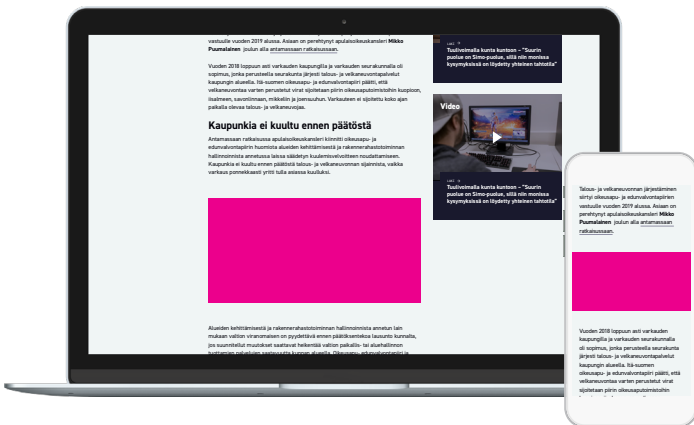
Price: €750 + VAT

Content banner on article pages

630 x 300px

Price €2 800 wk + VAT

The content banner appears in the middle of any article pages

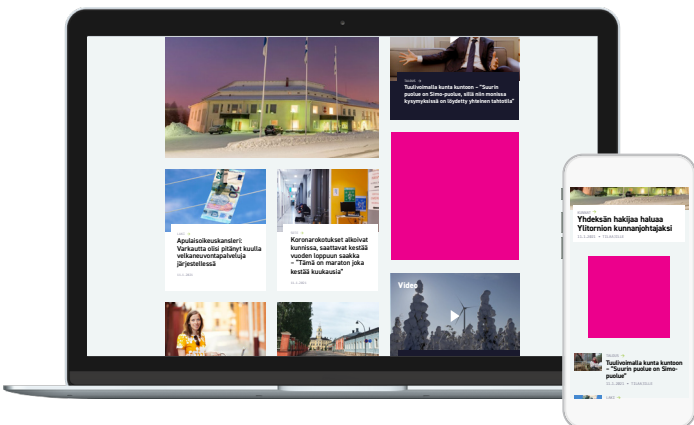


Content banner on the front page

630 x 290px

Price €2 800 wk + VAT

This banner comes with an option for a partner article. A front page content banner is displayed on the front page of the site.



Sidebar

330 x 330px

Price €900 wk + VAT

A sidebar is displayed on the right edge of all pages on the site.

15 000

individual readers are within Kuntalehti's online reach each week

15 000

weekly readers

Newsletter

The newsletter is published on every Wednesday.

Info box 300 x 300px
Heading max. 45 characters and
text max. 230 characters.

Price €900 + VAT

Kuntalehti

Uutiskirje | 30.10.2024

Avaa selaimessa

Seuraa meitä    

Kiinteistöverouudistus jumittaa edelleen hallituksessa – ”Jo edellisessä versiossa oli paljon hyvää”

Yksi hallitukseen jymähtäneistä kuntia koskevista lakiuudistuksista on kiinteistöveron uudistus. Uudistusta on tehty pitkään.

Lue lisää

MAINOS

Tule mukaan kiertotalouden supertapahtumaan!

Tarjolla on tanakka paketti julkisen jätehuollon ja kiertotalouden tuoreinta tietoa. Tuhdin seminaariohjelman ohessa vietämme kiertotalousväen illallisjuhlaa. Pikkujoulutunnelmaa luovat musiikki, palkitsemiset ja rento yhdessäolo.

Lue lisää

MAINOS

Jestas, mistä siellä oikein puhutaan?!

”Päättävät elimet – Tylsä ja paikallinen podcast” kertoo



Request an offer to add a video to the newsletter.

Advertising sales and attachments

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Commercial co-operation

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Advertising materials

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Further information, tel. +358 50 599 6681

Job advertisements, bookings and inquiries

asiakaspalvelu@kuntalehti.fi

Customer service

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Printing press

Punamusta Oy

Publisher

KL-Kustannus Oy,
Subsidiary of the Association of Finnish Cities
and Municipalities
Address: Toinen linja 14, 00530 Helsinki
Business ID: 1111116-0
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109th publication year
Editor-in-Chief: Tommy Pohjola
Editorial staff: toimitus@kuntalehti.fi

Payments, cancellations and complaints

Payee: KL-Kustannus Oy
Bank: Nordea Pankki Suomi Oyj
IBAN FI33 1572 3000 3319 18
BIC NDEAFIHH
Terms of payment:
14 days net and valid penalty interest.

The current valid VAT rate will be added to the prices.
Cancellations by the material submission deadline. 50% of the advertising space price will be charged for any advertisement cancellations after the material submission deadline. Complaints must be submitted within 14 days of the magazine publication. The magazine's liability for errors is limited to the advertising price.

Contact Information

