

anna

THE MOST APPEALING WOMEN'S MEDIA IN FINLAND

The largest women's weekly magazine in Finland, Anna, is even more abundant and appealing. The high-quality content offers numerous opportunities to reach the desired target group through a print publication published 49 times per year, an active website, and several social media channels. Anna readers enjoy content that they find useful – they are particularly interested in articles on health and wellbeing, fashion, beauty, food, and travel. The appeal of the empowering online articles at [Anna.fi](https://anna.fi) is staggering: at best, search engine and social media optimised articles attract hundreds of thousands of readers. The Lifestyle section also boasts the longest time readers spend reading content on our website.

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

49 issues per year, 3 double issues

SIZE OF THE MAGAZINE

230 x 297

PRINTING METHOD

Offset

BINDING

Saddle stitching,
adhesive binding in issues
8, 13-14, 35, 42 ja 47

NUMBER OF READERS

163 000

PRICES

SIZE	PRICE €	ANNA 8, 13-14, 35, 42, 47 (GLOSSY)
2/1	12 220	13 190
1/1	6 790	7 330
1/2	4 620	4 990
1/4	3 400	3 670
2. COVER	7 470	8 070
3. COVER	7 470	8 070
BACK COVER	7 470	8 070
1. SPREAD	13 450	14 500
2. SPREAD	13 450	14 500

TIMETABLE FOR 2021

ISSUE	PUBL.DATE	RESERV	MATERIALS	SPECIAL THEME
1	30.12.	10.12.	15.12.	A lighter approach to the new year! Weight control and the tastiest feel-good recipes. Sportswear. Research by agreement.
2	13.1.	21.12.	28.12.	The big hair extra. Hair treatments and hair trends. Research by agreement.
3	20.1.	4.1.	8.1.	Winter skin care and the best precision products. Book extra: guides to the good life. Research by agreement.
4	27.1.	12.1.	15.1.	Winter comfort food and baking. Health theme: treatment of intimate problems. Research by agreement.
5	3.2.	19.1.	22.1.	Great home extra. Interior design ideas for the home office. Eye creams. Research by agreement.
6	10.2.	26.1.	29.1.	Underwear and nightwear. Help with menopause. Research by agreement.
7	17.2.	2.2.	5.2.	The feel-good extra. Gentle sports and internal well-being. Well-being products. Research by agreement.
8	24.2.	9.2.	12.2.	GLOSSY! Spring fashion and the season's best accessories. Nail polishes. Research by agreement.
9	3.3.	16.2.	19.2.	Strength for the week! Vitamin extra and the secret to a good sleep. Hair colours. Research by agreement.

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ISSUE	PUBL.DATE	RESERV	MATERIALS	SPECIAL THEME
10	10.3.	23.2.	26.2.	The big coat competition! The best coats for spring. Vegetarian food for everyday life. Shampoo and hair care extra. Research by agreement.
11	17.3.	2.3.	5.3.	The spring interior extra: trends, colours, and materials. Pharmacy cosmetics: discoveries and luxury. Research by agreement.
12	24.3.	9.3.	12.3.	Food issue: A casual Easter menu and suitable wines. Organic self-care. Research by agreement.
13-14	31.3.	16.3.	19.3.	GLOSSY! Easter double issue. Green plants interior theme. Spring mascara test. Research by agreement.
15	14.4.	26.3.	31.3.	Inspiration for outdoor activities: clothing and equipment. Facial masks. Research by agreement.
16	21.4.	6.4.	9.4.	Cleansing foods and skin care. The best serums and power products. Research by agreement.
17	28.4.	13.4.	16.4.	Lovely new fragrances. May Day brunch and sparkling wines. Research by agreement.
18	5.5.	20.4.	23.4.	Sunglasses. Let's get moving: walking and running. Well-being for your bones. Hand care. Research by agreement.
19	12.5.	27.4.	30.4.	The fabulous food extra: catering for big and small parties. Beauty theme: body care. Research by agreement.
20	19.5.	3.5.	6.5.	The great summer fashion issue! Beauty theme: foot care. Research by agreement.
21	26.5.	10.5.	14.5.	Get excited about a new sport! Including golf. Sports fashions and sunscreens. Research by agreement.
22	2.6.	18.5.	21.5.	Swimsuits, bikinis and self-tanning. Research by agreement.
23	9.6.	25.5.	28.5.	The book extra: the best books for the summer. Travel gems in Finland. Research by agreement.
24	16.6.	1.6.	4.6.	Handy cosmetics for the summer house or a trip. Research by agreement.
25-26	23.6.	8.6.	11.6.	Midsummer double issue: tasty barbeque delicacies and the best drinks. Research by agreement.
27	7.7.	21.6.	24.6.	Summer baking and ideas for the summer home. Research by agreement.
28	14.7.	29.6.	2.7.	The big Housing Fair issue: the most inspiring homes on display and interior design tips. Research by agreement.
29	21.7.	6.7.	9.7.	Housing Fair issue 2: various interior design solutions and ideas from the houses at the fair. Research by agreement.
30	28.7.	13.7.	16.7.	On holiday organically. Natural cosmetics. Research by agreement.
31	4.8.	20.7.	23.7.	Back to work in style. Glasses and frames. Intensive hair care. Research by agreement.
32	11.8.	27.7.	30.7.	Pro age. After summer skincare update. Everyday food in a new way. Research by agreement.
33	18.8.	3.8.	6.8.	The big hair extra! Ideas for a new look and hair care. Research by agreement.
34	25.8.	10.8.	13.8.	Well-being for the body: exercise, supplements and cosmetics. Research by agreement.
35	1.9.	17.8.	20.8.	GLOSSY! Gorgeous autumn fashion and accessories. Select the best autumn jacket competition. Colour cosmetics. Research by agreement.
36	8.9.	24.8.	27.8.	Food issue: Harvest flavours. Pampering holidays. Research by agreement.
37	15.9.	31.8.	3.9.	Autumn abundant interior extra: kitchens and living rooms. Glow for the face! Day and make-up creams. Research by agreement.
38	22.9.	7.9.	10.9.	The inspiring book extra: the best novels for autumn. Well-being for the stomach. Research by agreement.
39	29.9.	14.9.	17.9.	Food extra: pastas. Wines for autumn. Supermarket cosmetics. Research by agreement.
40	6.10.	21.9.	24.9.	Pink ribbon: about breast cancer and its treatment. The best pharmacy cosmetics. Research by agreement.
41	13.10.	28.9.	1.10.	Harmonious home. Ideas for the bedroom. Pamper your skin: gentle power products. Research by agreement.
42	20.10.	5.10.	8.10.	GLOSSY! Wardrobe classics. New fragrances. Lipsticks. Research by agreement.
43	27.10.	12.10.	15.10.	Energy for everyday life! Vitamins and trace elements. About sleep and recovery. Research by agreement.
44	3.11.	19.10.	22.10.	A new look for your hair: hairstyles, colours and hair-care products. Treatment of intimate problems. Research by agreement.
45	10.11.	26.10.	29.10.	Cures for wanderlust: dream travel destinations. Underwear and nightwear. Research by agreement.
46	17.11.	2.11.	5.11.	Light for the dark time of year! Energizing food. Interior decoration extra: lighting. Research by agreement.
47	24.11.	9.11.	12.11.	GLOSSY! The best of Finnish fashion. Christmas party accessories, watches and jewellery. Research by agreement.
48	1.12.	16.11.	19.11.	The best cosmetics of the year. Christmas baking. Research by agreement.
49	8.12.	22.11.	25.11.	Christmas food extra: a new approach to the Christmas-Eve menu and the best wines. Research by agreement.
50	15.12.	29.11.	2.12.	The best books for the Christmas stocking and the Christmas holidays. Ideas for making your home Christmassy. Research by agreement.
51-52	22.12.	7.12.	10.12.	New Year's Eve parties and bubbly drinks. Trends review up to 2022. Research by agreement.

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