



WILDERNESS HIKER WHO VALUES NATURE AND QUALITY

Erä is Finland's largest magazine for those interested in fishing and enjoying the great outdoors. Erä readers are prepared to make an effort in order to find experiences to enjoy. Good equipment is the key to enjoying the outdoor life, and the tests and comparisons in Erä help readers when selecting fishing and hiking equipment. Readers include people who enjoy long hikes in Lapland, as well as people who enjoy a short walk in the local woods and visitors to the national parks in Southern Finland. What all readers have in common is an active, often passionate relationship with nature. Members of Finland's largest amateur fishing network look to articles in Erä to find tips about the latest fishing methods and about how to make the most of the fish they catch, in the kitchen.

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

12 issues per year

SIZE OF THE MAGAZINE

210 x 275

PRINTING METHOD

Offset

BINDING

Saddle stitching

NUMBER OF READERS

158 000

PRICES

SIZE	PRICE €
2/1	5 040
1/1	2 800
1/2	1 900
1/4	1 400
2. COVER	3 080
3. COVER	3 080
BACK COVER	3 080
1. SPREAD	5 550

TIMETABLE FOR 2021

ISSUE	PUBL.DATE	RESERV	MATERIALS	SPECIAL THEME
1	13.1.	11.12.	17.12.	Ice fishing and ice-fishing equipment. Comparison of warm sleeping pads. Research by agreement.
2	10.2.	15.1.	22.1.	The Kala21 competition begins. Comparing headgear for the winter fisherman. Research by agreement.
3	10.3.	12.2.	19.2.	Spring and nature. Testing light tents. Research by agreement.
4	14.4.	17.3.	24.3.	New boats and equipment for the summer fishing season. Comparing fishing pliers. Research by agreement.
5	12.5.	16.4.	23.4.	The open water season begins! Testing foldable C&R landing nets. Research by agreement.
6	9.6.	12.5.	21.5.	Summer fishing! Comparing inexpensive spinning reels. Research by agreement.
7	7.7.	10.6.	17.6.	Everyman's Erä: tips and tools for a holiday. Light casting reels. Research by agreement.
8	11.8.	16.7.	23.7.	Hiking and trekking special issue. Comparing deer-fly jackets. Research by agreement.
9	8.9.	13.8.	20.8.	Electronics for the wilderness. Comparing tarps. Research by agreement.
10	13.10.	17.9.	24.9.	Wilderness dishes and wilderness traditions. Comparing food thermoses. Research by agreement.
11	17.11.	22.10.	29.10.	Hiking and fishing destinations abroad. Testing trekking pillows. Research by agreement.
12	15.12.	18.11.	25.11.	Tried during the season! Best lures of 2021. Research by agreement.

Updated on this page: