



LIONHEARTED AND FULL OF LIFE

Viva gives a voice to Finnish readers who have been through many things, and has the courage to talk about complex issues in a direct yet warm manner. Viva encourages its female and male readers to enjoy life and their new freedom, and guides them towards a more ethical lifestyle. Viva values its readers, who are active players and able to invest in many ways – including financially – in their quality of life. The readers enjoy travelling and culture, they are avid readers and care about their health in many ways, and they also nurture their relationships and look after their loved ones.

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

230 x 297

PRINTING METHOD

Offset

BINDING

Saddle stitching

NUMBER OF READERS

82 000

PRICES

SIZE	PRICE €
2/1	8 030
1/1	4 460
1/2	3 030
1/4	2 230
2. COVER	4 910
3. COVER	4 910
BACK COVER	4 910

TIMETABLE FOR 2021

ISSUE	PUBL. DATE	RESERV	MATERIALS	SPECIAL THEME
1	7.1.	11.12.	15.12.	Tips for cutting costs in everyday life. Identify and treat uterine prolapse. Ways to improve home lighting.
2	4.2.	14.1.	19.1.	Treatments for dry skin. Who should take health insurance? Don't get lost in the online subscription jungle!
3	4.3.	11.2.	16.2.	Strengthen your lungs and improve your breathing. Tips for choosing a new car. Find new tools for better vision.
4	31.3.	10.3.	15.3.	Get pleasure out of your hair! Help for an itchy scalp. Spring gardening. Save old videos and photos.
5	29.4.	8.4.	13.4.	Red shins: erysipelas or rash? What kind of help can be bought for home? Trending: nostalgic computer games
6	3.6.	12.5.	18.5.	Love. How to draw up a will for a spouse. How to get more benefits from TV.
7	1.7.	10.6.	15.6.	Nifty methods to cope with the heat. Where to find home-renovation advice for seniors.
8	5.8.	15.7.	20.7.	The best for the eyes: treat drying and itching. What to do when divorce is the only option. Do I dare to buy a second-hand computer?
9	2.9.	12.8.	17.8.	Calm the symptomatic stomach. Going south for the winter – where to find a home? How to dry laundry conveniently.
10	30.9.	9.9.	14.9.	Nutrition of the elderly. How to use new payment methods.
11	4.11.	14.10.	19.10.	What helps when the prostate acts up? Alternatives to home ownership.
12	2.12.	11.11.	16.11.	How to overcome exhaustion.

Updated on this page:

1.9.2021 Theme of issue 10; 4.3.2021 Themes of issues 4 and 5