



WILDERNESS ENTHUSIAST WHO VALUES NATURE AND QUALITY

Erä is Finland's largest magazine for anglers and those who enjoy being in nature. The reader of Erä is ready to go through the effort to gain experiences. With decent equipment, you can get the most out of the wilderness, and Erä's tests and comparisons help the reader in choosing fishing, hunting, and camping equipment. Among the readers are both long-distance Lapland hikers and those who visit the local nature for a short time or walk in the national parks of Southern Finland. Readers are united by an active, often passionate, relationship with nature. Finland's largest network of recreational anglers is looking for tips on new fishing methods, equipment, or how to get the best culinary delights from the fish they catch. For the hunter, Erä offers help to start and deepen the hobby. Erä appears 12 times per year. Eralehti.fi expands its online reader service with, for example, current news and online blogs.

PRICES

SIZE	PRICE €
2/1	5 240
1/1	2 910
1/2	1 975
1/4	1 455
2. COVER	3 200
3. COVER	3 200
BACK COVER	3 200
1. SPREAD	5 770

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

179 000

TIMETABLE FOR 2022

ISSUE	PUBL.DATE	RESERV	MATERIALS	SPECIAL THEME
1	12.1.	10.12.	17.12.	Winter fishing, ice fishing and ice-fishing equipment.
2	9.2.	12.1.	19.1.	The most handsome fish and the widest smiles: The intake of the Kala21 competition.
3	9.3.	9.2.	16.2.	Ice fishing preparations for spring ice. Preparing the hiker for the spring snow drifts.
4	13.4.	16.3.	23.3.	Introducing wilderness boats and new wilderness equipment.
5	11.5.	11.4.	20.4.	Beginning of the open water season, spring hiking begins.
6	8.6.	10.5.	17.5.	Nature theme. Status report on salmon stocks.
7	13.7.	14.6.	21.6.	Fishing and hiking tips for the holidaymaker.
8	10.8.	13.7.	20.7.	Hiking and trekking - equipment and destinations for longer trips.
9	14.9.	17.8.	24.8.	Theme of hunting and guns.
10	12.10.	14.9.	21.9.	Comparing wilderness electronics. The best pieces of wilderness tourism.
11	9.11.	12.10.	19.10.	Large wild food issue. Interesting information about wilderness traditions.
12	14.12.	15.11.	22.11.	The most rewarding lures and other useful gear tried out during the season.

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