



ENCOURAGING A TASTE FOR LIFE

Viva encourages adult Finns to enjoy life in all its forms. Viva's heartfelt reports have nostalgia and shared experiences. Extensive personal stories discuss the joys and sorrows of life without beating around the bush. Viva guides and inspires its readers to exercise, take care of themselves, and find their best style. The magazine offers colourful cultural and travel stories as well as a wealth of useful information on health, housing, saving, retirement, and inheritance issues. With these topics, Viva addresses not only the adult woman but also the men in her life.

Viva values its reader, who is an active agent and is able to invest in their quality of life in many ways – including financially. The reader engages in tourism and culture, reads a lot, manages their health in a variety of ways, nurtures their relationships, and takes care of their loved ones. The Vivalehti.fi website can be found [here](#). Viva appears 12 times per year.

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

TECHNICAL INFORMATION

ENQUIRIES, RESERVATIONS

yrityspalvelu@otavamedia.fi
tel. +358 50 346 1574

MATERIALS

An email with material delivery instructions and link will be provided when making a reservation.

SUBMISSION OF ATTACHMENTS

Pia Mäkelä, tel. +358 40 5793305, PunaMusta
Tampere, Kaapelikatu 1, 33330 Tampere

NUMBER OF ISSUES

12 issues per year

SIZE OF THE MAGAZINE

230 x 297

PRINTING METHOD

Offset

BINDING

Saddle stitching

NUMBER OF READERS

90 000

TIMETABLE FOR 2022

ISSUE	PUBL. DATE	RESERV	MATERIALS	SPECIAL THEME
1	5.1.	7.12.	14.12.	The mind shaken up: the series of stories begins. Is it worth repairing old devices? Shingles prevention and treatment.
2	2.2.	5.1.	13.1.	Love titillates. Love stories of mature adults. Get more out of video calling with new devices and programs. How to lower cholesterol?
3	2.3.	3.2.	10.2.	Overcoming grief. How can a doctor help the grieving? What should a working retiree know? Discover the treats from new phones.
4	6.4.	10.3.	17.3.	A full life during menopause. The best equipment purchases for a coffee lover. When should you go for upper eyelid surgery?
5	4.5.	5.4.	12.4.	When a spouse dies: a series of stories about the sadness and joy of beginning life as the surviving spouse, with such things as how to survive with the estate. Wise hiking equipment.
6	1.6.	4.5.	11.5.	On a trip! How to travel cheaply. Good care for wounds.
7	6.7.	8.6.	15.6.	Summer of love! Love stories, 50+ bridal party dresses and sex challenges. What makes a good home? How to buy ecologically sustainable food? Good methods for dealing with heat.
8	3.8.	7.7.	14.7.	Treasures from the attic brought out: these dishes and things are now coveted. How can a cottage be turned into a permanent home? A network connection with accessories even for a cottage in the wilderness.
9	7.9.	11.8.	18.8.	A new life in retirement. How are you preparing to retire and what will change? Additional security for the home and cottage from security and surveillance equipment.
10	5.10.	8.9.	15.9.	How to choose a suitable nursing home? How to get rid of a gambling addiction. Help with high blood pressure.
11	2.11.	6.10.	13.10.	Detective story gems for dads. Refreshing and rehabilitating console and computer games. Get rid of constant pain.
12	30.11.	3.11.	10.11.	Who is right-of-occupancy housing suitable for? New cooking devices: microwave ovens and air fryers.

Updated on this page: