

# anna

## FINLAND'S MOST ALLURING WOMEN'S MEDIA

The uncrowned queen of women's media, the newly revamped Anna, is even more abundant and attractive. High-quality content offers numerous opportunities to reach the desired target audience through a print publication published 49 times per year, an active website, and numerous social media channels. Anna women like content that brings them joy and benefits - especially stuff about health and well-being, dressing, beauty, food, interior decoration, and travel.

The allure of [Anna.fi](http://Anna.fi)'s empowering online stories is amazing: search engine and social-media optimized articles can gather up to hundreds of thousands of readers. On our website you will also find a selection of Finland's most attractive lifestyle blogs, such as Karoliina Pentikäinen's Kolmistaan blog or Xenia Andersson's Xenia's Day.

### TECHNICAL INFORMATION

#### ENQUIRIES, RESERVATIONS

[yrityspalvelu@otavamedia.fi](mailto:yrityspalvelu@otavamedia.fi)  
tel. 050 346 1574

#### MATERIALS

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

#### SUBMISSION OF ATTACHMENTS

Pekka Sälpäkivi, tel. 03 423 5761,  
PunaMusta Forssa, Viksbergintie 2-4,  
30300 Forssa

#### NUMBER OF ISSUES

49 issues per year, 3 double issues

#### SIZE OF THE MAGAZINE

230 x 297

#### PRINTING METHOD

Offset

#### BINDING

Saddle stitching

#### NUMBER OF READERS

145 000

### PRICES

SIZE	PRICE €
2/1	12 220
1/1	6 790
1/2	4 620
1/4	3 400
2. COVER	7 470
3. COVER	7 470
BACK COVER	7 470
1. SPREAD	13 450
2. SPREAD	13 450

Please ask for more information about measuring campaigns and solutions.

## TIMETABLE FOR 2022

ISSUE	PUBL. DATE	RESERV	MATERIALS	SPECIAL THEME
1	5.1.	14.12.	21.12.	A lighter approach to the new year! Weight control and nutrition. Feel-good recipes. Sports gear and equipment.
2	12.1.	20.12.	28.12.	The best products for winter skin care. Mental wellbeing.
3	19.1.	28.12.	5.1.	Hair care and pampering. Hair trends. Fashion theme: Makeover.
4	26.1.	5.1.	13.1.	The new travel trends both near and far. Treatment of intimate problems as a health theme. Fashion theme: Suitcases and bags.
5	2.2.	13.1.	20.1.	Winter flavours: soups, stews, and side dishes. Menopause as a health theme. Spring book news.
6	9.2.	20.1.	27.1.	<b>Interior decoration extra: live up your home with responsible choices.</b> Beauty theme night creams. Inspiring street fashion.
7	16.2.	27.1.	3.2.	Feel good extra: get rid of fatigue. Bedroom textiles. Supplements.
8	23.2.	3.2.	10.2.	<b>The big spring fashion issue.</b> Lovely accessories. Exfoliating agents as a beauty theme.
9	2.3.	10.2.	17.2.	More mobility! Body care, tools and equipment. Body creams as a beauty theme.
10	9.3.	17.2.	24.2.	Hair extra: home colours, styling, and care products. Nifty everyday food without compromising on taste.

Updated on this page:

29.12.2021: themes on issues 1, 3, 4 and 6.

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ISSUE	PUBL. DATE	RESERV	MATERIALS	SPECIAL THEME
11	16.3.	24.2.	3.3.	The great jacket competition! The best jackets and accessories for spring. The best of supermarket cosmetics. Relief from intestinal problems.
12	23.3.	3.3.	10.3.	Baking extra: breads, rolls, and other warm treats. Green plants as an interior theme. Fashion theme: Makeover.
13	30.3.	10.3.	17.3.	Up, out and jogging! The health benefits of walking. Outdoor clothing. Well-being for the bones.
14	6.4.	17.3.	24.3.	Easter menu and the best wines. Mascara test. Fashion theme: colourful wardrobe for work.
15-16	13.4.	24.3.	31.3.	Easter double edition. Love extra: release joy in the bedroom! Spring weekend holidays. Pharmacy cosmetics.
17	27.4.	5.4.	12.4.	Light and tasty salads. Sparkling wine tasting: the best bubbly. Fashion theme: Makeover.
18	4.5.	12.4.	21.4.	Spring beauty extra: new scents. Hand and foot care.
19	11.5.	21.4.	28.4.	Let's celebrate! Sweet and savoury offerings for spring and summer parties. Interior decoration theme of yards and balconies.
20	18.5.	28.4.	5.5.	<b>Fantastic summer fashion issue!</b> Lovely dresses and light shoes.
21	25.5.	5.5.	12.5.	Golf and other inspiring outdoor activities. Fashion theme: Outdoors. Sunscreens and self-tanning.
22	1.6.	11.5.	18.5.	Swimwear for every body. Oral well-being as a health theme.
23	8.6.	18.5.	25.5.	Summer holiday travel scoops from us and elsewhere. Abdominal well-being. Fashion theme: Summer accessories.
24	15.6.	25.5.	2.6.	Reading Extra: New summer books and editor choices. Interior design ideas for the cottage.
25-26	22.6.	2.6.	9.6.	Midsummer double issue: new barbecue delicacies and suitable drinks, including non-alcoholic. The summer home of the week series begins.
27	6.7.	15.6.	22.6.	Summer baking extra: sweet and fresh delicacies. Cottage cosmetics.
28	13.7.	22.6.	30.6.	<b>Naantali Housing Fair, part 1.</b> Interior designer's choices: the most comfortable homes and the latest ideas.
29	20.7.	30.6.	7.7.	<b>Housing Fair, part 2.</b> The most functional space arrangements. Decorating tips for small decorations.
30	27.7.	7.7.	14.7.	Well-being from natural waters. Water aerobics and pier yoga. Pampering products for the sauna.
31	3.8.	14.7.	21.7.	Stylish return to work. Wardrobe upgrade. Frame your gaze: streamlined spectacle frames.
32	10.8.	21.7.	28.7.	Everyday food. Skin care update after summer. Get rid of bloating.
33	17.8.	28.7.	4.8.	Everyday exercise. Testing new sports. Well-being of the joints.
34	24.8.	4.8.	11.8.	Hair extras. Ideas for updating your style. Colours and care products.
35	31.8.	11.8.	18.8.	Autumn fashion trends. Anna's super popular jacket competition and the coolest accessories.
36	7.9.	18.8.	25.8.	Interior design issue: The best pieces from Habitare. Excursion destinations for weekend trips.
37	14.9.	25.8.	1.9.	The big food issue: flavours of the harvest season. Serums and power creams as a beauty theme.
38	21.9.	1.9.	8.9.	Travel theme: weekend trips and mini-breaks. Abdominal well-being as a health theme.
39	28.9.	8.9.	15.9.	Book issue: Autumn reading and listening experiences.
40	5.10.	15.9.	22.9.	Pink ribbon issue. Pampering as a beauty theme: peels and masks.
41	12.10.	22.9.	29.9.	Kitchen decorating ideas, dishes, and tableware. Pharmacy cosmetics.
42	19.10.	29.9.	6.10.	The big autumn beauty extra: makeup curls. Tips for choosing the right lipstick.
43	26.10.	6.10.	13.10.	Food issue: the best in the world's cuisines. The best red wines of autumn.
44	2.11.	13.10.	20.10.	Snacks for a good night. Wellness preparations. Underwear and nightwear.
45	9.11.	20.10.	27.10.	Travel dream destinations. Well-being: relief from intimate ailments.
46	16.11.	27.10.	3.11.	Christmas party cultural extra: movies, theater, and other experiences. Interior design: lamps.
47	23.11.	3.11.	10.11.	It's party time! Little black dresses and party looks: makeup and hair. New scents.
48	30.11.	10.11.	17.11.	Anna's jury selects the best cosmetics of the year. Christmas baking. Mulled wine. Jewelry and watches as gifts.
49	7.12.	16.11.	23.11.	Fantastic Christmas food extra: Christmas classics with a new twist. The best wines.
50	14.12.	23.11.	30.11.	Book gifts. Christmas home decoration.
51-52	21.12.	30.11.	8.12.	Cosy Christmas double issue. New Year's menus and bubbly drinks. Trend review of 2023.

**Updated on this page:**

17.2.2022: issue 14 theme. 9.2.2022: issue 23 theme. 29.12.2021: themes on issues 12, 17 and 21.