

# Kotiliesi

## IT'S WONDERFUL TO COME HOME

Celebrating its 100th anniversary, Kotiliesi offers ideas and inspiration for women, from grandmothers to granddaughters. Food, health, housing, gardening, and handicrafts are the specialties of Finland's oldest magazine brand.

**Kotiliesi.fi** is one of the largest magazine websites in Finland. It reaches more than two million Finnish women every month, 21.5 per cent of whom are aged 20-34. Kotiliesi is the number one independent media about food online.

The print issue of Kotiliesi, which is being renewed for the beginning of 2022, alternates between wonderful lifestyle topics: housing, cottages, gardens, and homemaking. There is always a big package about health, issues of interest for the target group, nostalgia, peer stories, and cultural tips. Kotiliesi is printed 26 times per year. Kotiliesi's digital magazine can be found at kotiliesi.fi. It is also home to Finland's most popular baking blog Suklaapossu. The Kotiliesi.fi website contains the popular lifestyle brands Maalla, Deko, and Kotiliesi Käsityö. Kotiliesi can be found on the biggest social media channels and on Facebook it has its own handicraft and food groups. The Kotiliesi newsletter is sent to nearly 20,000 subscribers six times a week.

### TECHNICAL INFORMATION

#### ENQUIRIES, RESERVATIONS

[yrityspalvelu@otavamedia.fi](mailto:yrityspalvelu@otavamedia.fi)

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#### MATERIALS

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

#### SUBMISSION OF ATTACHMENTS

Sari Vaittinen, tel. +358 50 577 0804,  
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#### NUMBER OF ISSUES

26 issues per year

#### SIZE OF THE MAGAZINE

230 x 297

#### PRINTING METHOD

Offset

#### BINDING

Adhesive binding

#### NUMBER OF READERS

217 000

### PRICES

SIZE	PRICE €
2/1	11 150
1/1	6 190
1/2	4 210
1/4	3 100
2. COVER	6 810
BACK COVER	6 810
1. SPREAD	12 270
2. SPREAD	12 270

Please ask for more information about measuring campaigns and solutions.

### TIMETABLE FOR 2022

ISSUE	PUBL. DATE	RESERV	MATERIALS	SPECIAL THEME
1	5.1.	7.12.	14.12.	Lovely new furniture for the living room. Health effects of weight loss: help with trace elements and vitamins. Gentle for the stomach: porridges and smoothies. A fitness enthusiast's new favourite sports and equipment innovations.
2	19.1.	20.12.	28.12.	The ABCs of clothing maintenance: steamers and lint removers. Bake bagels and brioches yourself. Help with sleep problems.
3	2.2.	5.1.	13.1.	Valentine's Day: these ingredients create a lifelong friendship. Perfect bun dough and the softest buns. Make your own lovely accessories for late winter. Monitoring health and new tools for body measurement.
4	16.2.	20.1.	27.1.	The correct way to care for houseplants. This is how you improve your self-esteem. The best tortilla and taco recipes. Help your heart and lower your blood pressure.
5	2.3.	3.2.	10.2.	Dear pet: well-being for the owner and pet. Domestic fish in a new way: steam and fry. Elderly medicine cabinet and side effects of medicines. How to buy and rent a cottage.
6	16.3.	17.2.	24.2.	<b>Kotiliesi's 100th anniversary issue 1:</b> one hundred stories from Finland.

Updated on this page:

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ISSUE	PUBL. DATE	RESERV	MATERIALS	SPECIAL THEME
7	30.3.	3.3.	10.3.	Easter party special: new recipes, party utensils, and lovely decorative ideas. Recycling solutions at home and in the kitchen. A hobby brings content to life.
8	6.4.	10.3.	17.3.	<b>The big garden issue:</b> lovely flowers in the backyard and tips for growing cut flowers. The most captivating flowers and cakes for the spring and summer celebrations.
9	20.4.	22.3.	29.3.	Handicraft: repair beautifully, thrifty craftsmanship, low-budget projects. A bold life change: this is how I did it. Gourmet hotdogs with new toppings, bake the buns yourself.
10	4.5.	5.4.	12.4.	<b>Mother's Day issue:</b> relationships between mothers and daughters. Lovely breakfast for mums. Get your spring skin repaired. Cottage terrace furniture, hot tubs and decoration.
11	18.5.	21.4.	28.4.	Home spring update: dishes, textiles. This is how you live to be a hundred years old. Offerings for spring festivities: sweet and savoury.
12	1.6.	4.5.	11.5.	Full meal on the grill. Guests coming: quick cleaning of the home. Hiking tips for beginners and true enthusiasts. The ABCs of oral health.
13	15.6.	13.5.	20.5.	Herrings, Baltic herrings, and new potatoes for the midsummer spread. Summer vacation crafts. A cottage the whole family enjoys: this is how families solve it.
Extra	15.6.	13.5.	20.5.	<b>Summer lifestyle issue shot in the beautiful surroundings of Nuuksio National Park!</b> Special themes: interior design, decor, table setting, flowers, nature, food, well-being, outdoors, fishing. Delivery with issue 13 to all subscribers, and 20,000 additional prints!
14	6.7.	8.6.	15.6.	<b>The most interesting items of the Naantali Housing Fair.</b> Baking with blueberries and currants. Surprisingly alone: divorce and widowing. How to stay fresh in the heat.
15	20.7.	22.6.	30.6.	Courgettes sweet, savoury, and preserved. Urinary problems. How to learn to be healthily selfish. A summer home from an old farm cottage.
16	3.8.	7.7.	14.7.	Mushroom trip: the best new mushroom recipes. Help with foot problems. More joy in life: learn to think positively.
17	17.8.	21.7.	28.7.	Harvest party: decoration, table settings, lights. Venetian Festival food. Fall in love with routines: security and freedom in life. Scalp problems.
18	31.8.	4.8.	11.8.	<b>The big wool sock issue:</b> lovely wool socks from popular designers. Break up or not? A relationship in crisis after a vacation. Quick pastas. Prevent joint problems.
19	14.9.	18.8.	25.8.	Autumn garden work. The autumn crop of books. Tasty sausages: everyday delicacies from wieners, link sausages, and fresh sausages. Keep up your muscles.
20	28.9.	1.9.	8.9.	<b>Kotiliesi's 100th anniversary issue 2:</b> the history of Finnish women and Kotiliesi. Kotiliesi's classic recipes.
21	12.10.	15.9.	22.9.	Autumn atmosphere and soft light for the cottage: lanterns, heaters, fireplaces. Support the grieving right. Halloween fun treats. Get the immune system in order.
22	19.10.	22.9.	29.9.	<b>Dream Christmas:</b> everything wonderful for those waiting for Christmas. Activities, baking, snacks, Christmas flowers.
23	2.11.	6.10.	13.10.	Take care of your brain's health. Everyday helpers: partially ready products, preserves. Make your own textile update for the winter home: carpets, blankets, and pillows. Learn to say no.
24	16.11.	20.10.	27.10.	Lovely pastries for Christmas. Yard and balcony lighting. Family size: lovely and horrible. Treatment of reflux disease.
25	30.11.	3.11.	10.11.	Kotiliesi's traditional Christmas spread. What causes Finnish happiness? What should you know about male diseases?
26	14.12.	16.11.	23.11.	Blinis from the pan and oven: the most wonderful toppings.

Updated on this page:

17.2.2022: added Summer lifestyle extra issue.