

# KOTILÄÄKÄRI

## A STEP TOWARDS OVERALL WELL-BEING

The roots of Kotilääkäri go back 130 years as a reliable health magazine. The most important thing for the Kotilääkäri reader is the well-being and holistic health of themselves and their loved ones. They want to be on the crest of the latest wave of health trends and treatments. Kotilääkäri also provides versatile everyday psychological information about relationships for self-development and stress management, as well as touching survival stories. The Kotilääkäri reader is a versatile active woman who is also interested in men's health. Healthy cooking, decorating, dressing, and beauty care are qualities of life for her. She values innovation, quality, responsibility, and ethics and also chooses products and services from an ecological perspective. The Kotilääkäri website can be found [here](#). Kotilääkäri appears 10 times per year.

### 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

10 issues per year

#### SIZE OF THE MAGAZINE

230 x 297

#### PRINTING METHOD

Offset

#### BINDING

Saddle stitching

#### NUMBER OF READERS

63 000

### PRICES

SIZE	PRICE €
2/1	6 660
1/1	3 700
1/2	2 515
1/4	1 850
2. COVER	4 070
3. COVER	4 070
BACK COVER	4 070
1. SPREAD	7 330

## TIMETABLE FOR 2022

ISSUE	PUBL. DATE	RESERV	MATERIALS	SPECIAL THEME
1	12.1.	10.12.	17.12.	Weight management, soups suitable for losing weight. Readers' success stories.
2	16.2.	19.1.	26.1.	Help for the insomnia! Get your hands and nails in shape. Find foods that strengthen the immune system.
3	16.3.	16.2.	23.2.	<b>Heart extra.</b> What causes fatigue? This will lower your blood pressure.
4	13.4.	16.3.	23.3.	A full life during menopause. Tips for reducing salt. Skeletal well-being.
5	11.5.	11.4.	20.4.	Fresh and strong towards summer. Sunscreens. Facts about borreliosis.
6	15.6.	17.5.	24.5.	<b>Love extra:</b> a new relationship in adulthood. Sun-induced skin changes and skincare. Improve your memory.
7	20.7.	21.6.	29.6.	Calm your stomach: get rid of heartburn. Pharmacy product must-haves for summer. Treatment of wounds.
8	14.9.	17.8.	24.8.	<b>Life change extra.</b> Tools for food renovations. Joint well-being.
9	12.10.	14.9.	21.9.	Where to get more energy? Pets and mental well-being. Help for hair loss.
10	16.11.	19.10.	26.10.	Up from exhaustion: identify and treat symptoms. Healthier Christmas treats.

Updated on this page:

8.4.2022: special themes on issues 5-10.