

SEURA

FINNISH AT HEART

Seura touches and entertains every week with an interesting and varied reading package. A subscriber to Seura does not need specialized magazines. It tells the survival stories of ordinary Finns and at the same time sharply tackles social grievances. Seura also meets public figures as well as royalty. Rich health content, nature, food, and travel stories, a crossword and game package, and a separately detachable TV-maa-ilma (TV guide) are an important part of Seura's content and distinctiveness. A Seura subscription also includes a digital magazine and a comprehensive magazine archive.

Seura offers a wide range of reading material for both women and men on its pages every week – and on **Seura.fi** every day. The Seura reader is particularly interested in health and well-being, cooking, science and nature, books, culture, tourism, cottages, and gardening. They enjoy their magazine for 46 minutes and also welcome commercial messages. Seura appears 49 times per year.

PRICES

SIZE	PRICE €
2/1	11 450
1/1	6 360
1/2	4 330
1/4	3 180
BACK COVER	7 000
2. COVER	7 000
3. COVER	7 000

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

49 issues per year, 3 double issues

SIZE OF THE MAGAZINE

210 x 280

PRINTING METHOD

Offset

BINDING

Saddle stitching

NUMBER OF READERS

199 000

Please ask for more information about measuring campaigns and solutions.

TIMETABLE FOR 2022

ISSUE	PUBL. DATE	RESERV	MATERIALS	SPECIAL THEME
1	5.1.	15.12.	22.12.	Weight control. Prevention and treatment of memory disorders.
2	13.1.	22.12.	30.12.	Reasons for quitting tobacco and snuff and what helps? Vegetable/fruit of the season: avocado.
3	20.1.	30.12.	10.1.	Resistance strengthening.
4	27.1.	10.1.	17.1.	Help with joint problems. Runeberg-style menu.
5	3.2.	17.1.	24.1.	Financial extra: generating a pension, this is how you start investing, savings tips.
6	10.2.	24.1.	31.1.	Vegetable/fruit of the season: beetroot.
7	17.2.	31.1.	7.2.	Help for dry skin.
8	24.2.	7.2.	14.2.	This will lower a fever and ease the symptoms of the flu. Cooking together – a menu in the spirit of winter holidays. Shingles prevention and treatment.
9	3.3.	14.2.	21.2.	Electric car-extra: ease, economy, experiences.
10	10.3.	21.2.	28.2.	Vegetable/fruit of the season: frozen berries.

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11	17.3.	28.2.	7.3.	Treating insomnia.
12	24.3.	7.3.	14.3.	How to treat muscle pain? Baking: buns in many forms.
13	31.3.	14.3.	21.3.	How to treat a pollen allergy.
14	6.4.	17.3.	24.3.	Easter menu.
15-16	13.4.	24.3.	31.3.	Easter double issue. Back problems and how they can be alleviated. Vegetable/fruit of the season: asparagus
17	27.4.	5.4.	12.4.	Prevent leg and joint pain and strengthen muscle condition.
18	4.5.	12.4.	21.4.	Yard and cottage extra. Spring party menu.
19	11.5.	21.4.	28.4.	Care for your heart: heart rate and blood pressure monitors.
20	18.5.	28.4.	5.5.	Vegetable/fruit of the season: early cabbage.
21	25.5.	5.5.	12.5.	Dental well-being.
22	1.6.	11.5.	18.5.	Travel extra: domestic and foreign favourites. Summer fish menu.
23	8.6.	18.5.	25.5.	Help with sweating.
24	15.6.	25.5.	2.6.	Love and sex, dry mucous membranes. Midsummer barbecue menu.
25-26	22.6.	2.6.	9.6.	Midsummer double issue. Protect yourself and treat insect stings and bites. Vegetable/fruit of the season: strawberry.
27	6.7.	15.6.	22.6.	Health extra: abdominal and intestinal well-being.
28	13.7.	22.6.	30.6.	This is how to treat wounds correctly. Menu: crayfish party.
29	20.7.	30.6.	7.7.	Current health issues.
30	27.7.	7.7.	14.7.	Treatment of reddening skin. Vegetable/fruit of the season: tomato.
31	3.8.	14.7.	21.7.	Sauna extra: atmospheric public saunas, home sauna renovation, sauna news from the housing fair and sauna specialties.
32	10.8.	21.7.	28.7.	How to cope with heartburn. Cottage season closing party menu.
33	17.8.	28.7.	4.8.	Identify incipient diabetes.
34	24.8.	4.8.	11.8.	Ear well-being. Vegetable/fruit of the season: courgette.
35	31.8.	11.8.	18.8.	Life-changing extra: weight control, diet, exercise.
36	7.9.	18.8.	25.8.	Mushroom menu.
37	14.9.	25.8.	1.9.	How to fight the flu.
38	21.9.	1.9.	8.9.	How to prevent memory problems. Vegetable/fruit of the season: root vegetables.
39	28.9.	8.9.	15.9.	Pink ribbon extra.
40	5.10.	15.9.	22.9.	Identify iron deficiency. Book extra: the most interesting authors, tips for book fairs and those who want to become a writer. Meatless October - vegan menu.
41	12.10.	22.9.	29.9.	Sleep apnoea.
42	19.10.	29.9.	6.10.	Treatment of high blood pressure. Vegetable/fruit of the season: cranberry.
43	26.10.	6.10.	13.10.	Treatment of sore back.
44	2.11.	13.10.	20.10.	Father's Day brunch menu.
45	9.11.	20.10.	27.10.	Health extra: eye well-being.
46	16.11.	27.10.	3.11.	This is how you treat menopausal problems such as dry mucous membranes. Vegetable/fruit of the season: persimmon and sharon fruit.
47	23.11.	3.11.	10.11.	Do you suffer from prolonged stress? Help with stomach aches and insomnia.
48	30.11.	10.11.	17.11.	Help for the stomach and intestines. The most wonderful pastries for Christmas.
49	7.12.	16.11.	23.11.	Treat a dry and itchy scalp.
50	14.12.	23.11.	30.11.	How to help a prolonged cough. Modern Christmas spread.
51-52	21.12.	30.11.	8.12.	Christmas double issue. Difficulty sleeping and tiredness. New Year's cocktail snacks.

Updated on this page:

29.6.2022: special theme on issue 48; 27.6.2022: special themes on issues 39, 40 and 41.