

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**'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 Xenia Andersson's Xenia's Day.

The year 2023 is Anna's jubilee year, this eternal beauty turns 60! **Anna's celebration issue is 38/2023**, for which the advertiser gets special benefits.

PRICES

SIZE	PRICE €
2/1	12 590
1/1	6 990
1/2	4 760
1/4	3 500
2. COVER	7 690
3. COVER	7 690
BACK COVER	7 690
1. SPREAD	13 850
2. SPREAD	13 850

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

230 x 297

PRINTING METHOD

Offset

BINDING

Saddle stitching

NUMBER OF READERS

126 000

Please ask for more information about measuring campaigns and solutions.

TIMETABLE 2023

ISSUE	PUBL. DATE	RESERV	MATERIALS	SPECIAL THEME
1	4.1	14.12.2022	21.12.2022	A lighter approach to the new year! Weight control and nutrition. Feel-good recipes.
2	11.1	20.12.2022	28.12.2022	The best products for winter skin care. Gentle exercise.
3	18.1	28.12.2022	4.1	Hair trends 2023. Trusted hair care products.
4	25.1	4.1	12.1	Savoury baking: breads, rolls and pies. Hormonal changes and treatment of symptoms as a health theme.
5	1.2	12.1	19.1	Simmering delicacies: winter stews. Spring book news.
6	8.2	19.1	26.1	The interior decoration extra: live up the kitchen. Serums as a beauty theme.
7	15.2	26.1	2.2	A new flow for everyday life! Exercise and versatile everyday food. Menopause as a health theme.
8	22.2	2.2	9.2	The big spring fashion issue. Lovely accessories. Night creams as a beauty theme.
9	1.3	9.2	16.2	Dreaming about the sun: inspiration for vacations this coming summer. Body care as a beauty theme.
10	8.3	16.2	23.2	The hair extra: home dyes, styling and care products. A healthy stomach.

Updated on this page:

17.5.2023 Anna 60th anniversary; 23.3.2023 Insert delivery address

ISSUE	PUBL. DATE	RESERV	MATERIALS	SPECIAL THEME
11	15.3	23.2	2.3	The great jacket competition! The best spring jackets for every body type. The best of supermarket cosmetics.
12	22.3	2.3	9.3	The baking extra: wonderful cakes and buns. Green plants as the decoration theme.
13	29.3	9.3	16.3	Easter menu and the best wines. Well-being for the bones.
14-15	5.4	16.3	23.3	Easter double issue. Spring city vacations. Pharmacy cosmetics.
16	19.4	28.3	4.4	Outdoor clothing and exercise. Testing new mascaras.
17	26.4	4.4	13.4	The fashion theme is sustainable choices: bags and shoes. Spring party sparkling wines.
18	3.5	12.4	19.4	Spring beauty extra: make your face glow! Creams and other care products. Attractive new fragrances.
19	10.5	19.4	26.4	Sweet and savoury treats for spring and summer parties. Yards and balconies as the decorating theme.
20	17.5	26.4	4.5	The great summer fashion issue! The return of classic style. Summer dresses and accessories.
21	24.5	3.5	10.5	Outdoor clothing and equipment, e.g. golf. Sunscreens and self-tanners.
22	31.5	10.5	17.5	Swimwear for every body type. Headache as a health theme.
23	7.6	17.5	25.5	Local domestic travel. Stomach well-being. Exfoliating creams tested.
24	14.6	25.5	1.6	Reading extra: the summer's new books and editor choices. Decorating ideas for the summer home.
25-26	21.6	1.6	8.6	Midsummer double issue: grilled delicacies and drinks to go with them. Increase sexual pleasure. The summer home series of the week begins.
27	5.7	14.6	21.6	Housing fair, part 1. The most functional space solutions, colours, and materials. The choices of interior design professionals. Cottage cosmetics.
28	12.7	22.6	29.6	Housing fair, part 2. The fair's most inspiring sites and residents' insights. Summer fish dishes.
29	19.7	29.6	6.7	Summer baking extra: sweet and fresh treats.
30	26.7	6.7	13.7	End of summer pampering as a beauty theme. Leave-in hair conditioners tested.
31	2.8	13.7	20.7	Relaxed back to work dress up theme. Streamlined eyeglass frames.
32	9.8	20.7	27.8	Everyday food in a new way. Skin care update after summer. Get rid of bloating.
33	16.8	27.7	3.8	Well-being extra: get exercising gently. Wellness products.
34	23.8	3.8	10.8	Hair extra. Succeed in home dyeing: washing and care products.
35	30.8	10.8	17.8	Autumn fashion trends. Anna's super popular jacket competition and the coolest accessories.
36	6.9	17.8	24.8	Autumn food issue: the best flavours of the harvest.
37	13.9	24.8	31.8	Inspiring interior design issue: trends and events. Serums and power creams as a beauty theme.
38	20.9	31.8	7.9	60th anniversary issue. Hair trends & best products, the beauty editor's all-time favorites. The most popular food recipes. Sunny city holidays. Health theme stomach wellness.
39	27.9	7.9	14.9	Book issue: autumn reading experiences. Delicious weekend brunches.
40	4.10	14.9	21.9	Pink ribbon issue: peer support for breast cancer. Beauty masks tested.
41	11.10	21.9	28.9	Kitchen decorating ideas, dishes and cutlery. Pharmacy cosmetics.
42	18.10	28.9	5.10	The big autumn beauty extra. Eye creams and other anti-aging skin care.
43	25.10	5.10	12.10	The food issue! Pasta in many ways. Autumn red wines.
44	1.11	12.10	19.10	Sleep extra. Underwear and sleepwear. Night creams as the beauty theme.
45	8.11	19.10	26.10	Well-being: relief from intimate ailments. Cozy bedrooms as a decoration theme.
46	15.11	26.10	2.11	A break from everyday life: inspiring local holidays. Health theme intestinal well-being.
47	22.11	2.11	9.11	Beauty extra: Christmas make-up and hair. Lovely new scents.
48	29.11	9.11	16.11	Anna's jury selected the best cosmetics of the year.
49	7.12	16.11	23.11	Fantastic Christmas food extra. The best wines for Christmas dinner.
50	13.12	23.11	29.11	Book gifts for the book worm. Christmas home decoration.
51-52	20.12	29.11	7.12	Atmospheric Christmas double issue. New Year's menus and drinks. Trend review of 2024.

Updated on this page:

17.5.2023 special theme on issues 38 and 46