



ENCOURAGING A TASTE FOR LIFE

Viva encourages adult Finns to enjoy life in all its forms. Viva's heartfelt reports have nostalgia and shared experiences. Extensive personal stories discuss the joys and sorrows of life without beating around the bush. Viva guides and inspires its readers to exercise, take care of themselves, and find their best style. The magazine offers colourful cultural and travel stories as well as a wealth of useful information on health, housing, saving, retirement, and inheritance issues. With these topics, Viva addresses not only the adult woman but also the men in her life.

Viva values its reader, who is an active agent and is able to invest in their quality of life in many ways – including financially. The reader engages in tourism and culture, reads a lot, manages their health in a variety of ways, nurtures their relationships, and takes care of their loved ones. The digital content of Viva can be found at [Seura.fi](https://seura.fi). Viva appears 12 times per year.

PRICES

SIZE	PRICE €
2/1	8 270
1/1	4 590
1/2	3 120
1/4	2 300
2. COVER	5 060
3. COVER	5 060
BACK COVER	5 060

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

12 Issues per year

SIZE OF THE MAGAZINE

230 x 297

PRINTING METHOD

Offset

BINDING

Saddle stitching

NUMBER OF READERS

78 000

TIMETABLE 2023

ISSUE	PUBL. DATE	RESERV	MATERIALS	SPECIAL THEME
1	4.1	7.12.2022	14.12.2022	Save and curb expenses, tips from experts. Take care of your mouth, you are investing in your overall health. How can you get a right-of-occupancy apartment? Extending the lifespan of an old computer by updating.
2	1.2	4.1	12.1	This is how the big age groups grow up. How can memory disease be slowed down and memory fostered? Take advantage of these services, senior. Refreshment from the spa. How do I securely identify myself to different services?
3	1.3	2.2	9.2	The love of youth found again. How can sleep apnea treatment fail? Technical aids for everyday life with poor memory.
4	5.4	9.3	16.3	New beginnings. Women tell how they dared to jump into something new. This is how I did a fitness overhaul. Take care of the heart after surgery. Benefit from new health metrics: blood pressure, fat values, and weight to control. Is disability pension a threat or an opportunity?
5	3.5	3.4	12.4	Karelia in the heart. The new life of an evacuee house. Good treatment for intimate problems. What's the use when war takes away peace of mind? Which inheritance pitfalls can be avoided by making a will? New equipment for yard care.
6	31.5	3.5	10.5	Romance is blooming! What should a cautious person remember when love strikes? How to restore attraction and passion in a long relationship? What devices can I use to protect my loved ones with dementia?
7	5.7	7.6	14.6	Dreams come true. Loviisa's housing fair home fulfilled dreams. A month car holiday in Europe. Better everyday life for osteoarthritis patients. Discover new tools for composting.
8	2.8	6.7	13.7	When love ends. Friends with an ex. How to stand up for yourself in a separation. Recognize cerebrovascular events such as TIA attacks. What's the point of a smart fridge and freezer?
9	6.9	10.8	17.8	Enjoy retirement! How to nurture health when working life ends? Get more out of TV with new devices.
10	4.10	7.9	14.9	Find a friend. Get rid of constipation. How to make a power of attorney?
11	1.11	5.10	12.10	Embrace the world! A new home from abroad. What should a person moving to Spain know? New treatment for prostate cancer. Tips for buying a smartphone and tablet for seniors.
12	29.11	2.11	9.11	From sadness to light. Identify a loved one's depression. Console and computer games refresh and rehabilitate seniors.

Updated on this page:

24.8.2023 special theme on issues 10 and 11; 7.2.2023 special theme on issues 5 and 6