

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 | 11 790 |
| 1/1 | 6 550 |
| 1/2 | 4 460 |
| 1/4 | 3 280 |
| BACK COVER | 7 210 |
| 2. COVER | 7 210 |

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

195 000

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 | How to reduce your alcohol consumption. |
| 2 | 11.1 | 20.12.2022 | 28.12.2022 | Mental crisis resistance, i.e. what helps when you're anxious and scared. Vegetable of the season: kale. |
| 3 | 18.1 | 28.12.2022 | 4.1 | How do those sensitive to the cold survive both inside and outside? And why is a cool temperature good for humans? |
| 4 | 25.1 | 4.1 | 12.1 | Power from food: these foods help with brain fog and constant fatigue. Menu: light fish menu for the beginning of the year. |
| 5 | 1.2 | 12.1 | 19.1 | Reading package about health, broad health theme: losing weight and weight control. |
| 6 | 8.2 | 19.1 | 26.1 | Atopy - the skin becomes dry and itchy. Vegetable of the season: sweet potato. |
| 7 | 15.2 | 26.1 | 2.2 | Current health topic. |
| 8 | 22.2 | 2.2 | 9.2 | Upper back hurts. Menu: a wonderful breakfast menu for the winter holidays. |
| 9 | 1.3 | 9.2 | 16.2 | Health: night sweats. |
| 10 | 8.3 | 16.2 | 23.2 | Reading package: crazy funny Finland, special Finnish phenomena and funny personalities. Appropriate medication. Fruit of the season: mango. |

Updated on this page:

19.12.2022 special theme from issue 9 to issue 10

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| ISSUE | PUBL.DATE | RESERV | MATERIALS | SPECIAL THEME |
|-------|-----------|--------|-----------|--|
| 11 | 15.3 | 23.2 | 2.3 | Calming the brain. |
| 12 | 22.3 | 2.3 | 9.3 | How does changing the clocks affect health? Menu: Easter dinner. |
| 13 | 29.3 | 9.3 | 16.3 | Help for osteoarthritis of the hands. Baking and dessert: quick treats that are also suitable for Easter. |
| 14-15 | 5.4 | 16.3 | 23.3 | Current health topic. |
| 16 | 19.4 | 28.3 | 4.4 | Why does a heart attack recur and how can it be prevented? Vegetable of the season: various salads (also delicacies suitable for May Day). |
| 17 | 26.4 | 4.4 | 13.4 | Bothered by street dust, what can help? |
| 18 | 3.5 | 12.4 | 19.4 | Problems with a dental implant. Menu: Mother's Day cake buffet. |
| 19 | 10.5 | 19.4 | 26.4 | Shin splints as a runner. |
| 20 | 17.5 | 26.4 | 4.5 | Reading package: love, romance, erotica, sex. Health: can anything be done for vitiligo, i.e. white spots? Vegetable of the season: asparagus delicacies. |
| 21 | 24.5 | 3.5 | 10.5 | Current health topic. |
| 22 | 31.5 | 10.5 | 17.5 | When is jealousy a sickness and what can be done about it? Menu: early summer barbecue delicacies. |
| 23 | 7.6 | 17.5 | 25.5 | Stomach and intestinal well-being. |
| 24 | 14.6 | 25.5 | 1.6 | About tick diseases and protection (includes, for example, insect repellents). Menu: Midsummer fish spread. |
| 25-26 | 21.6 | 1.6 | 8.6 | Sex after a break, the situation after the absence of a relationship, illness, etc. Fruit of the season: cherry. |
| 27 | 5.7 | 14.6 | 21.6 | Current health topic. |
| 28 | 12.7 | 21.6 | 29.6 | Keratitis. Menu: grilled vegetables and fruits. |
| 29 | 19.7 | 29.6 | 6.7 | Heel pain or plantar fasciitis. |
| 30 | 26.7 | 6.7 | 13.7 | What helps when a relationship breaks up? Fruit of the season: melon. |
| 31 | 2.8 | 13.7 | 20.7 | Constant fatigue, sleep disturbance. |
| 32 | 9.8 | 20.7 | 27.8 | Strength for everyday life with good choices. Baking: berry pastries. |
| 33 | 16.8 | 27.7 | 3.8 | Hip pain, is it an inflammation of the bursae, i.e. bursitis? And how is it treated? |
| 34 | 23.8 | 3.8 | 10.8 | This is how you can improve indoor air. Vegetable of the season: broccoli. |
| 35 | 30.8 | 10.8 | 17.8 | Reading package, broad nature theme: let's go to the forest. Current health topic. |
| 36 | 6.9 | 17.8 | 24.8 | New information about migraines. Menu: forest menu. |
| 37 | 13.9 | 24.8 | 31.8 | Why you should start taking vitamin D no later than now. |
| 38 | 20.9 | 31.8 | 7.9 | Ways of life to prevent Alzheimer's. Fruit of the season: apple. |
| 39 | 27.9 | 7.9 | 14.9 | Heart health. Is salt necessary? |
| 40 | 4.10 | 14.9 | 21.9 | Reading package, broad health theme: a strong back and relief from pain. Menu: Octoberfest – beer in food. |
| 41 | 11.10 | 21.9 | 28.9 | Can diet help a rheumatism patient? |
| 42 | 18.10 | 28.9 | 5.10 | Current health topic. Fruit of the season: pear. |
| 43 | 25.10 | 5.10 | 12.10 | Pacemaker – When is pacemaker treatment necessary? How does the device work and improve the quality of life? This is how the cardiologist answers and advises. |
| 44 | 1.11 | 12.10 | 19.10 | A self-inflicted lack of concentration can be the cause of sleep difficulties. Menu: Father's Day stew menu. |
| 45 | 8.11 | 19.10 | 26.10 | Reading package, True Crime. Health: well-being of the stomach and intestines. |
| 46 | 15.11 | 26.10 | 2.11 | Help for urinary incontinence. Baking: savoury and sweet for Christmas. |
| 47 | 22.11 | 2.11 | 9.11 | What helps when the mood is depressed? |
| 48 | 29.11 | 9.11 | 16.11 | Current health topic. Menu: Finnish classics for Independence Day. |
| 49 | 7.12 | 16.11 | 23.11 | This is how menopause changes the metabolism, what follows from it and how you can fight against ailments. |
| 50 | 13.12 | 22.11 | 29.11 | This is how cataracts are treated. The best fish dishes for Christmas. |
| 51-52 | 20.12 | 29.11 | 7.12 | How to survive when things get tough with your family: resilience and interaction skills for family encounters. New Year's champagne dinner. |

Updated on this page:

5.9.2023 special theme on issue 43; 19.6.2023 special themes on issues 28 and 39