



ENTERTAINMENT, DISCLOSURES AND RELEVANT TOPICS

Hymy, which will be renewed at the beginning of 2024, is a diverse combination of entertainment, stories of ordinary Finns, health stories, topical crime news, challenging those in power, and military history. Hymy readers are honest and ordinary Finns who want to live their own lives and read relatable stories about their peers, who take care of themselves, believe in the power of entertainment and humour, and want to know what is happening around them and in society.

The [Hymy.fi](#) web visitor keeps up with the times and is interested in entertainment. They follow the latest news, are particularly interested in celebrity news, and want to discuss it on the forum.

TECHNICAL INFORMATION

ENQUIRIES, RESERVATIONS

yrityspalvelu@otavamedia.fi

MATERIALS

An email with material delivery instructions and link will be provided when making a reservation.

SUBMISSION OF ATTACHMENTS

Tuula Ekoluoma, tel. +358 6 321 8019,
UPC Print, Gerbyntie 18, 65230 Vaasa

NUMBER OF ISSUES

12 issues per year

SIZE OF THE MAGAZINE

210 x 297

PRINTING METHOD

Offset

BINDING

Saddle stitching

NUMBER OF READERS

73 000

TIMETABLE 2024

ISSUE	PUBL.DATE	RESERV	MATERIALS
1	11.1.	18.12.2023	21.12.2023
2	8.2.	18.1.	23.1.
3	7.3.	15.2.	20.2.
4	11.4.	19.3.	22.3.
5	16.5.	23.4.	26.4.
6	13.6.	23.5.	28.5.
7	11.7.	19.6.	25.6.
8	15.8.	25.7.	30.7.
9	12.9.	22.8.	27.8.
10	10.10.	19.9.	24.9.
11	7.11.	17.10.	22.10.
12	12.12.	20.11.	25.11.

PRICES

SIZE	PRICE €
2/1	6 670
1/1	3 710
1/2	2 520
1/4	1 850
BACK COVER	4 080

We reserve the right to make changes.