



A BOLD AND TOUCHING MAGAZINE FOR A MATURE ADULT

Viva encourages adult Finns to enjoy life in all its forms. Viva’s heartfelt reports have nostalgia and shared experiences. Viva gives advice on the turning points of life. 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. 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

We reserve the right to make changes.

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

60 000

TIMETABLE 2024

ISSUE	PUBL.DATE	RESERV	MATERIALS	SPECIAL THEME
1	3.1.	7.12.2023	12.12.2023	Savings tips for single household. Readers’ best savings tips. Bold solutions for senior living. Breathing stalls – what is it about? Make cleaning your home easier with new tools.
2	31.1.	9.1.	12.1.	This is how I found a friend. Improve your pension. How do I avoid data security pitfalls? Control your back pain.
3	6.3.	13.2.	16.2.	Cherish the old. Prevent osteoporosis, strengthen your bones. Make a senior’s home safe. Know the widow’s rights and responsibilities.
4	3.4.	8.3.	13.3.	Life change extra. How to get in the best shape you have ever been. Are weight loss pills right for me? Keep health costs moderate. Improve and cool the indoor air in your home.
5	2.5.	9.4.	12.4.	Strength from the family. Alleviate arrhythmias. Should I rent a party outfit? How to sensibly assist your loved ones financially.
6	5.6.	14.5.	17.5.	Roots on countryside. How do you make dental implants last? Find your way with a navigator or map apps.
7	3.7.	10.6.	13.6.	Love wins. We became a cohabiting couple: how do I secure my money? Keep your mucous membranes healthy.
8	7.8.	16.7.	19.7.	New beginnings. From couch potato to outdoor person. How to cut insurance and banking costs.
9	4.9.	13.8.	16.8.	Back to the 60s. Good treatment for glaucoma. Store important papers wisely.
10	2.10.	10.9.	13.9.	Retirement extra. What changes are coming? This is how the pension is taxed. Relief from flatulence.
11	6.11.	15.10.	18.10.	Make your dreams come true. Living with insomnia. Help for restless legs.
12	4.12.	12.11.	15.11.	Life after a loss. Swallowing hurts, is it Parkinson’s disease? Save money and nerves when clearing the estate.

Updated on this page: