



## THE BEST INFORMATION FOR THE WILDERNESS ENTHUSIAST

Erä is a high-quality, professional and independent publication for all fishermen and those who enjoy nature activities. Erä follows its time closely and anticipates the future. The magazine is first and foremost known for its high-quality comparisons. Equipment is tried, measured and tested extensively and independently, and the testers are experts in their field. The best experts in the field give tips on recreational habits and techniques. Erä's readers are engaged and spend money not only on hobby equipment, but also on hobby-related travel and other wilderness experiences. They are interested in nature and the recreational opportunities it creates in a versatile way.

Erälehti publishes 12 issues per year. [Erälehti.fi](http://Erälehti.fi) extends readers' service online, for example, with current news and blogs.

### 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

210 x 275

#### PRINTING METHOD

Offset

#### BINDING

Saddle stitching

#### NUMBER OF READERS

165 000

### PRICES

SIZE	PRICE €
2/1	5 400
1/1	3 000
1/2	2 030
1/4	1 500
2. COVER	3 300
3. COVER	3 300
BACK COVER	3 300
1. SPREAD	5_ 940
2. SPREAD	5 940

We reserve the right to make changes.

Please ask for more information about measuring campaigns and solutions.

### TIMETABLE 2024

ISSUE	PUBL.DATE	RESERV	MATERIALS	SPECIAL THEME
1	17.1.	20.12.2023	27.12.2023	Jigs and winter fishing. We found out how vertical jigs swim, tips for burbot jigging, facts about jigging Arctic charr. Comparison of ice boxes, i.e. seats for a jigger.
2	14.2.	22.1.	25.1.	Covering the Kala23 competition, big and small fish. Comparison of winter hikers' break clothes.
3	13.3.	19.2.	22.2.	For spring ice and snow. Tips for coastal perch jiggers on late ice, how to succeed in beaver hunting. Comparison of twig stoves.
4	17.4.	21.3.	26.3.	Hunting boats and equipment. We go kayaking in the spring sea, make a troller's bait holder case for 20 ready-made baitfish holders. Comparison of hook sharpeners.
5	15.5.	18.4.	23.4.	Heading for open water and spring excursions. Introducing cast jigging techniques and gimmicks, we fish and prepare food from Baltic herring. The wilderness areas of Espoo offer nature and culture. Comparison of camping saws.
6	12.6.	20.5.	23.5.	Nature. Giant trout are returning to Porttipahta's artificial lake. Comparison of mosquito repellents and clothing.
7	17.7.	24.6.	27.6.	Recreational fishing and hiking close by. Instructions for adjusting the wobbler. We go fishing for whitefish and halibut that grows large. Comparison of rods for multiplier reels.
8	21.8.	29.7.	1.8.	Hiking and trekking: equipment and destinations. Hiking report. Instructions for using open fire accommodation such as a lean-to. Comparison of anoraks.
9	18.9.	26.8.	29.8.	Hunting and weapons. Bird hunting in the outer islets of Porkkala. Quick test of Aimpoint red dot sight. Comparison of fishermen's line scissors.
10	16.10.	23.9.	26.9.	Wilderness electronics and wilderness tourism. We discuss the differences in hiking traditions between Finns and Swedes.
11	20.11.	28.10.	31.10.	Wilderness food and wilderness tradition. We're making camping food. Comparison of water purifiers for drinking natural water.
12	11.12.	15.11.	20.11.	What has been tried and compared during the season. Erä's selections for lures of the year in different categories.

Updated on this page:

23.1.2024 special theme on issue 10