

## FINNISH AT HEART

The soon 90-year-old Seura touches, entertains and guides every week by providing an interesting and versatile reading package. Seura is the defender of common people and their finances. Seura shares the life stories of Finns and tackles social grievances. Seura is also a place to meet celebrities and royalty.

Rich health content, stories about nature, food and travelling, a crossword puzzle and activity package, as well as the separate television programme guide TV-Maailma are an important part of Seura's content and distinctiveness. Seura's subscription also includes a digital magazine and a comprehensive magazine archive. The Seura readers enjoy their magazine for long and also welcome commercial messages. Seura appears 49 times per year. The more substantial Lukupaketti magazine is published six times a year, in addition to three double issues.

### TECHNICAL INFORMATION

#### ENQUIRIES, RESERVATIONS

[yrityspalvelu@otavamedia.fi](mailto:yrityspalvelu@otavamedia.fi)

#### MATERIALS

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

#### SUBMISSION OF ATTACHMENTS

Pia Mäkelä, tel. +358 40 5793305, PunaMusta  
Tampere, Kaapelikatu 1, 33330 Tampere

#### 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

183 000

### 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

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	3.1.	13.12.2023	15.12.2023	Food: five inexpensive meals with minimal effort. Health: succeed in weight management.
2	10.1.	20.12.2023	22.12.2023	Health: How to slow down aging. An information package about nutrition, exercise and good sleep.
3	17.1.	29.12.2023	3.1.	Health: help for joint problems and joint pain.
4	24.1.	8.1.	10.1.	Health: what helps with skin infections such as erysipelas? Nostalgia trip: Koli.
5	31.1.	15.1.	17.1.	Health: help with the scabies and related skin problems.
6	7.2.	22.1.	24.1.	<b>Reading package:</b> sleep and sleeping. Food: easy – quick – nourishing.
7	14.2.	29.1.	31.1.	Health: abdominal and bowel problems. Nostalgia trip: Kuopio and Puijo.
8	21.2.	5.2.	7.2.	Topical health topic, i.e. health and well-being.
9	28.2.	12.2.	14.2.	Health: treatment of acute and prolonged colds.
10	6.3.	19.2.	21.2.	Food: Egg. Joy for the morning, something hearty for daytime and treats for the evening. Health: renal failure.
11	13.3.	26.2.	28.2.	Health: eye inflammation. Nostalgia trip: Pallas fells.
12	20.3.	4.3.	6.3.	Health: ear infection in an adult, help for pain.
13-14	27.3.	11.3.	13.3.	Topical health topic, i.e. health and well-being.

Updated on this page:

# SEURA

ISSUE	PUBL.DATE	RESERV	MATERIALS	SPECIAL THEME
15	10.4.	21.3.	25.3.	Food: escape to summer with the help of fresh and tasty herbs from the shop. Health: what kind of arthritis is gout? Nostalgia trip: Turku.
16	17.4.	28.3.	3.4.	Health: back pains and problems.
17	24.4.	8.4.	10.4.	Health: how do genetics influence weight gain?
18	30.4.	10.4.	15.4.	<b>Reading package about cottage life.</b> Food: a basket of luck — for a picnic, a friend, or an elderly person's door. Health: blood donation.
19	8.5.	19.4.	23.4.	Health: lower abdominal discomfort, faecal incontinence problems. Nostalgia trip: Lappeenranta.
20	15.5.	25.4.	29.4.	Topical health topic, i.e. health and well-being.
21	22.5.	3.5.	7.5.	Health: a bird mite bite.
22	29.5.	13.5.	15.5.	Health: women's intimate health, information about drying mucous membranes etc.
23	5.6.	20.5.	22.5.	<b>Reading package:</b> love at a mature age, changing relationship, hormones. Food: assemble the summer's most delicious fish buffet from Baltic herring. Health: sun rash and sun protection.
24	12.6.	27.5.	29.5.	Topical health topic, i.e. health and well-being. Nostalgia trip: A Hopealinjat cruise in the beautiful scenery of Lake Vanajavesi.
25-26	19.6.	3.6.	5.6.	Topical health topic, i.e. health and well-being. When the relationship between adult siblings turns sour.
27	3.7.	14.6.	18.6.	Food: barbecue sausages and their new friends. Health: how to maintain fluid balance during summer heat.
28	10.7.	24.6.	26.6.	Health: help with urinary incontinence. Nostalgia trip: Hanko.
29	17.7.	1.7.	3.7.	Health: callouses can be removed at home.
30	24.7.	8.7.	10.7.	Health: abdominal and bowel problems.
31	31.7.	15.7.	17.7.	Health: easy weight management.
32	7.8.	22.7.	24.7.	Food: tasty treats from cabbage and carrot. Health: how to identify inguinal hernia?
33	14.8.	29.7.	31.7.	Health: a pinched nerve as a cause of nerve pain. Nostalgia trip: Punkaharju.
34	21.8.	5.8.	7.8.	Health: pancreatitis may feel like upper abdominal pain.
35	28.8.	12.8.	14.8.	Health: help for high blood pressure.
36	4.9.	19.8.	21.8.	Food: dishes on a baking tray and one pot dishes — easy, delicious and quick. Health: dental health and care.
37	11.9.	26.8.	28.8.	<b>Reading package:</b> saving, food, electricity, stinging. Health: abdominal and bowel well-being Nostalgia trip: Tampere.
38	18.9.	2.9.	4.9.	Health: treatment of the common cold.
39	25.9.	9.9.	11.9.	Topical health topic, i.e. health and well-being.
40	2.10.	16.9.	18.9.	Food: banish the polar night with breakfast — happiness on a full stomach during the dark times. Health: serious diseases of the stomach.
41	9.10.	23.9.	25.9.	Health: surprising causes for lower back pain. Nostalgia trip: Aavasaksa.
42	16.10.	30.9.	2.10.	Health: skin problems and treatments.
43	23.10.	7.10.	9.10.	<b>Reading package:</b> memory and brain.
44	30.10.	14.10.	16.10.	Health: prostate problems and treatments.
45	6.11.	21.10.	23.10.	Food: oops, we have guests — quick, but impressive and tasty festive delicacies. Health: abdominal and bowel problems and treatments.
46	13.11.	28.10.	30.10.	Health: oral problems and treatments. Nostalgia trip: Kainuu and Suomussalmi.
47	20.11.	4.11.	6.11.	Topical health topic, i.e. health and well-being.
48	27.11.	11.11.	13.11.	Health: identify inflammation, what does CRP tell us?
49	4.12.	18.11.	20.11.	<b>90th anniversary issue.</b> Reading package: future theme, what will Finland look like in 2034? Food: Christmas cheer for everyone — fast bakes and elaborate dessert dreams.
50	11.12.	22.11.	26.11.	Health: back problems and treatments. Nostalgia trip: Rovaniemi.
51-52	18.12.	29.11.	3.12.	Health: identify signs of a blood clot.

Updated on this page:

26.2.2024 themes of issues 15 and 17; 16.1.2024 issue 18 dates