

Kotiliesi

AN EXPERT IN GOOD EVERYDAY LIFE

Kotiliesi is building a better everyday life with its readers. The brand covers more than 7,000 tested food recipes and ideas for celebrations. Kotiliesi has been proven to be a useful household expert, encouraging people to not only enjoy decorating, housekeeping, crafts, culture and gardening, but also to take care of their own and their loved ones' well-being.

Published for 102 years, Kotiliesi is Finland's oldest women's magazine brand that reaches women of all ages in print, **online** and active social media channels. Kotiliesi covers topics that particularly concern women and contains in-depth interviews with the most interesting people in Finland. The subscription includes a membership in the Kotiliesi Klubi club, which offers monthly extras, book benefits, and enjoyable events in like-minded company, for example. Kotiliesi is printed 26 times per year including several interesting special themes like Spring and Christmas.

Toukola & Kotiliesi

Toukola is a new and unique
lifestyle media focused on short
videos.

WELCOME TO TOUKOLA >>

PRICES

| SIZE | PRICE € |
|------------|---------|
| 2/1 | 11 480 |
| 1/1 | 6 380 |
| 1/2 | 4 340 |
| 1/4 | 3 190 |
| 2. COVER | 7 010 |
| BACK COVER | 7 010 |
| 1. SPREAD | 12 640 |
| 2. SPREAD | 12 640 |

We reserve the right to make changes.

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

Sari Vaittinen, tel. +358 50 577 0804,
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NUMBER OF ISSUES

26 issues per year

SIZE OF THE MAGAZINE

230 x 297

PRINTING METHOD

Offset

BINDING

Adhesive binding

NUMBER OF READERS

210 000

Please ask for more
information about measuring
campaigns and solutions.

TIMETABLE 2024

| ISSUE | PUBL. DATE | RESERV | MATERIALS | SPECIAL THEME |
|-------|------------|------------|------------|---|
| 1 | 3.1. | 4.12.2023 | 8.12.2023 | Special issue on women's health: What a woman needs to know about her well-being at different ages. Already familiar with the planetary health diet? |
| 2 | 17.1. | 19.12.2023 | 22.12.2023 | Save on food costs without compromising taste. How I get by with little money – readers tell their experiences. Reduce your alcohol consumption. |
| 3 | 31.1. | 5.1. | 10.1. | Building materials and boost from vitamins. Are you familiar with the benefits of new vitamins? Healthy and fresh citrus treats. |
| 4 | 14.2. | 19.1. | 24.1. | Winter holiday issue. Relief from rashes. Greek food classics. |
| 5 | 28.2. | 2.2. | 7.2. | House plant care. New ways to put a stop to snoring. The most wonderful rolls and breads. |
| 6 | 13.3. | 16.2. | 21.2. | Great spring issue: new food and table setting ideas for the Easter table. Spring dreams for the yard and garden. |

Updated on this page:

3.7.2024 added information about Toukola lifestyle media

Kotiliesi

| ISSUE | PUBL. DATE | RESERV | MATERIALS | SPECIAL THEME |
|-------|------------|--------|-----------|--|
| 7 | 27.3. | 1.3. | 6.3. | Lovely Estonia. A travel guide to the Baltics. Treat your fickle travel stomach correctly. Baltic delicacies at home. |
| 8 | 10.4. | 13.3. | 18.3. | A grill kiosk at home: sausage and potatoes and other familiar grilled food. Keep your eyes healthy. When to see an eye specialist and optician? |
| 9 | 24.4. | 27.3. | 3.4. | Gorgeous Toukola spring appendix: food, garden, table settings. May Day issue: Let's dream — the most wonderful cottages and villas in Finland. Prevent teeth from darkening and whiten safely. |
| 10 | 8.5. | 11.4. | 16.4. | Mother's day issue: festive table setting for mom. Lovely, strong hair. |
| 11 | 22.5. | 24.4. | 29.4. | Graduation, spring and summer cake buffet. Beautiful glasses and dishes for the table and as a gift. Sustainable and ecological gifts for spring parties. Finland's cutest pet competition is announced. The best tricks for hair removal. |
| 12 | 5.6. | 10.5. | 15.5. | Summer's hottest barbecue tips: pizza, griddle and smoker. Travelling by land. Easy train and bus routes, adult interrail. Toenail care. |
| 13 | 19.6. | 24.5. | 29.5. | Midsummer issue: Summer picnic on the pier. Early summer flower splendour and new products for the garden. Lighten pigment spots. |
| 14 | 3.7. | 6.6. | 11.6. | Choose the cutest pet in Finland. Strawberry treats. Treat abdominal swelling. |
| 15 | 17.7. | 20.6. | 26.6. | Great idol issue: they are admired by Finns — nostalgia and current faces. Famous food celebrities reveal their favourite recipes. Treat wounds properly. Summer at a small cottage. |
| 16 | 31.7. | 5.7. | 10.7. | Berry pies. The most beautiful summer bouquets. Help with itching privates. |
| 17 | 14.8. | 19.7. | 24.7. | Sports issue. Sports for everyone. Delicacies from tomatoes. Take care of the pipes in your home. |
| 18 | 28.8. | 2.8. | 7.8. | How to get by on Tinder. A boost from protein supplements. Use lingonberries in lovely pastries. |
| 19 | 11.9. | 16.8. | 21.8. | Interior design issue: The new look of the autumn home, the best picks from the Habitare trade fair. Do gel nails ruin your nails? Evening tea and supper are served. |
| 20 | 25.9. | 30.8. | 4.9. | The best root vegetables of the harvest season. Chronic urticaria. A new autumn style for an adult woman. |
| 21 | 9.10. | 13.9. | 18.9. | Books for autumn. Surface renovation at home: the repairman advises. When do I need to get a hearing aid? Are you already familiar with these vegetable proteins? New vegetarian favourites. |
| 22-23 | 23.10. | 25.9. | 2.10. | Christmas in Toukola special issue. Lovely Christmas preparations: food, interior design, crafting, atmosphere, flowers, decoration. |
| 24 | 13.11. | 18.10. | 23.10. | Delicious Christmas pastries with new twists. How to choose the right skis, how to care for skis. A stunning party style for an adult woman. |
| 25 | 27.11. | 1.11. | 6.11. | Treat your acid-free stomach. Delicious snacks for a glogg evening. |
| 26 | 11.12. | 14.11. | 19.11. | Kotiliesi's traditional Christmas table. Stomach-friendly exercise. Clean your home with the tips of a professional cleaner. Delicious snacks for game night. |

Updated on this page:

26.6.2024 issue 22-23 is a double issue with a new schedule; 18.1.2024 special theme on issues 8 and 9