

# anna

## THE MOST ATTRACTIVE WOMEN'S MEDIA IN FINLAND

Anna is Finland's largest weekly magazine for women. High quality content offers advertisers with various opportunities to reach their ideal target group through a print magazine issued 49 times per year, an active online service, as well as, several social media channels. Readers of Anna enjoy content that benefits them – especially stories focused on health and well-being, fashion, beauty, food and travel.

**Anna.fi's** website's powerful online articles attract a huge number of visitors: At its best, optimized search engine and social media articles bring hundreds of thousands of readers to the website. The Lifestyle section also has the longest reading times on our website. Anna.fi's **theme section Hyvinvoiva minä** was born out of readers' need for comprehensive well-being. Hyvinvoiva minä gives tips, peer support and strength to live a comprehensively beautiful and good life that looks like you.

## PRICES

SIZE	PRICE €
2/1	12 590
1/1	6 990
1/2	4 760
1/4	3 500
2. COVER	7 690
3. COVER	7 690
BACK COVER	7 690
1. SPREAD	13 850
2. SPREAD	13 850

We reserve the right to make changes.

## 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

Miika Hiltunen, tel. +358 50 305 0649,  
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30300 Forssa

### NUMBER OF ISSUES

49 issues per year, 3 double issues

### SIZE OF THE MAGAZINE

230 x 297

### PRINTING METHOD

Offset

### BINDING

Saddle stitching

### NUMBER OF READERS

128 000

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	Lightly towards the new year! Easy weight management and healthy food.
2	10.1.	20.12.2023	22.12.2023	Hair trends in 2024 and the best new products for hair care.
3	17.1.	29.12.2023	3.1.	Glow for winter skin: gentle and effective skincare. Relief from intimate problems.
4	24.1.	8.1.	10.1.	Baking extra: pies and other savoury dishes. Menopause as the health theme.
5	31.1.	15.1.	17.1.	Food trends from around the world: spicy Asian flavours. Jewels of market fashion.
6	7.2.	22.1.	24.1.	The interior design issue turns the gaze towards spring: the new patterns of interior textiles. Mascaras tested by beauty experts.
7	14.2.	29.1.	31.1.	Dreaming of an active holiday? Inspiring ideas for planning travels. Must-reads for the spring.
8	21.2.	5.2.	7.2.	<b>Big spring fashion issue.</b> Awesome accessories. Day creams with SPF as the beauty theme.
9	28.2.	12.2.	14.2.	Get rid of stomach problems. Must-have body care products as the beauty theme.
10	6.3.	19.2.	21.2.	The great jacket competition. The best spring jackets for every body type. Hair extra: spring hair colour trends & best tips and care products for home dyeing.

Updated on this page:

26.6.2024 introduction text

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11	13.3.	26.2.	28.2.	Baking extra. Treats for the Easter coffee table. The best of market cosmetics.
12	20.3.	4.3.	6.3.	A fresh Easter menu and the best wines. Green plants as the interior design theme.
13-14	27.3.	11.3.	13.3.	<b>An extensive Easter double issue.</b> A quick getaway by boat. Oral health as the health theme.
15	10.4.	21.3.	25.3.	Rise and shine and go out for a run. Comfy outdoor clothing and equipment. Testing pharmacy cosmetics.
16	17.4.	28.3.	3.4.	Spice up the kitchen: decor and appliances. Tips for cheap everyday meals.
17	24.4.	8.4.	10.4.	Accessories and jewellery as the fashion theme. Sparkling wines for the spring festivities.
18	30.4.	11.4.	15.4.	Spring beauty extra. Testing self-tanners. Tempting new fragrances.
19	8.5.	19.4.	23.4.	Savoury and sweet treats for the spring and summer festivities. Courtyards and balconies as the interior design theme.
20	15.5.	25.4.	29.4.	<b>A magnificent summer fashion issue.</b> The most beautiful summer dresses and accessories. Sun-screens as the beauty theme.
21	22.5.	3.5.	7.5.	Becoming middle-aged as the health theme: monitoring health values and updating lifestyles.
22	29.5.	13.5.	15.5.	Swimwear for every body type. Testing exfoliating creams.
23	5.6.	20.5.	22.5.	New ideas for domestic travel. Abdominal well-being as the health theme.
24	12.6.	27.5.	29.5.	Reading extra: new books and editors' choices for the summer. Decorating ideas for summer homes.
25-26	19.6.	3.6.	5.6.	<b>Midsummer double issue:</b> a festive menu and the best drinks for the start of the summer.
27	3.7.	14.6.	18.6.	Holidaymakers' beauty products: hair and skin care. The series 'Summer home of the week' begins.
28	10.7.	24.6.	26.6.	Food week for cottage: easy, hassle-free and inexpensive summer food. Wellness and care of the feet.
29	17.7.	1.7.	3.7.	Summer baking extra: sweet and packed with berries.
30	24.7.	8.7.	10.7.	Easy catering for a yard or cottage party in late summer. Testing moisturising shampoos.
31	31.7.	15.7.	17.7.	Liver spots and other skin pigment disorders: how to treat. Eye wellness as the health theme.
32	7.8.	22.7.	24.7.	Back to everyday life. Cheap everyday food and a quick update of the wardrobe. Get rid of swelling.
33	14.8.	29.7.	31.7.	Hair extra: hair wellness and intensive treatments.
34	21.8.	5.8.	7.8.	Wellness extra: recovery and preventing stress. Mild exercise.
35	28.8.	12.8.	14.8.	<b>Amazing autumn fashion.</b> Anna's super popular jacket competition and the most stylish accessories.
36	4.9.	19.8.	21.8.	Harvest season in full swing: autumn's inspiring food issue and wine tips.
37	11.9.	26.8.	28.8.	Inspiring interior design issue: trends and events. Moisturising serums as the beauty theme.
38	18.9.	2.9.	4.9.	Travel theme: culture on a city break. Abdominal well-being as the health theme.
39	25.9.	9.9.	11.9.	Book issue: reading experiences for the autumn. Easy but inventive weekend food.
40	2.10.	16.9.	18.9.	<b>Pink ribbon issue:</b> peer support for breast cancer. Testing night creams.
41	9.10.	23.9.	25.9.	More organised home: storage solutions as the interior design theme. The best of natural cosmetics.
42	16.10.	30.9.	2.10.	Autumn's great beauty extra: colour cosmetics and mascaras. Amazing transformations.
43	23.10.	7.10.	9.10.	Food issue. Pastas and risotto. Autumn's red wines.
44	30.10.	14.10.	16.10.	<b>Stylishly revamped Anna!</b> Expert guidance for updating your wardrobe. Jewels of pharmacy cosmetics.
45	6.11.	21.10.	23.10.	Puffy coats are in. Anna's winter coat competition: vote for your favourite. Light in the dark: home lighting as the interior design theme. Treating intimate problems.
46	13.11.	28.10.	30.10.	Sleep and relaxation are the wellness themes. Simple meals in an oven tray.
47	20.11.	4.11.	6.11.	Christmas party extra: festive clothing and makeup. Lovely new fragrances.
48	27.11.	11.11.	13.11.	Anna's jury selected the best cosmetic products of the year. Baking Christmas treats.
49	4.12.	18.11.	20.11.	An extensive Christmas food extra. The best wines for the Christmas table.
50	11.12.	22.11.	26.11.	Book gifts for Christmas. Inspiration for Christmas decorations.
51-52	18.12.	29.11.	3.12.	<b>A festive Christmas double issue.</b> New Year's menu and drinks. A trend review for 2025.

## Updated on this page:

6.9.2024: special themes on issues 44 and 45; 16.1.2024 issue 18 dates