

Mediabook 2019

Publishing schedules, themes and prices

otavamedia

ALIBI

Magazine for Entertainment And Game Lovers

Alibi is the only crime magazine in Finland. Alibi's readers are interested in suspense, competitions, matches, games, new products and the latest phenomena. Objects of interest also include films, motor vehicles and mobile phones. Alibi's online visitors are in search of information about crimes and the backgrounds to them. The website, Alibi.fi, publishes the week's most interesting news as well as sensational stories through the ages.

Technical Information

INQUIRIES, RESERVATION
Krista Pohjoisaho, Media Assistant tel. +358 50 346 1574, krista.pohjoisaho@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi
INSERTS
Sanna Kittilä tel. +358 50 310 0083, UPC Print, Gerbyntie 18, 65230 Vaasa, Finland

ISSUES
12 issue per year
SIZE
217 x 280 mm
PRINTING METHOD
Offset
BINDING
Stapling
READERS
52 000

Schedules and themes

ISSUE	PUBL. DATE	RESERV	MATERIAL
1	21.12.	23.11.	30.11.
2	25.1.	21.12.	4.1.
3	1.3.	1.2.	8.2.
4	29.3.	1.3.	8.3.
5	26.4.	29.3.	5.4.
6	24.5.	26.4.	3.5.
7	20.6.	23.5.	30.5.
8	26.7.	28.6.	5.7.
9	30.8.	2.8.	9.8.
10	27.9.	30.8.	6.9.
11	25.10.	27.9.	4.10.
12	22.11.	25.10.	1.11.

Prices

SIZE	PRICE
2/1	4 100
1/1	2 280
1/2	1 550
1/4	1 140
BACK COVER	2 510
2. COVER	2 510
1. SPREAD	2 510

Changes are possible.
You will find up to date information on
yrityksille.otavamedia.fi/en

anna

The Most Popular Women's Medium in Finland

Anna is the most widely-read weekly women's magazine in Finland. In addition to high-quality articles, Anna also offers plenty of inspiration and useful information about clothes, beauty, food, interior design, travel and health. Anna readers are curious women, full of zest for life and interested in their well-being. Most of the visitors Anna.fi site are women under 45 years of age and with families. The Anna.fi site offers ideas, inspiration and shopping hints. Visitors are both inquisitive and willing to share their own experiences, knowledge and opinions: commenting in blogs and discussion forum is lively.

Technical Information

INQUIRIES, RESERVATION
Lea Rasimus, Media Assistant tel. +358 50 390 4883, lea.rasimus@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi
INSERTS
Sari Vaittinen tel. +358 10 230 8421, PunaMusta Oy, Kosti Aaltosen tie 9, 80141 Joensuu, Finland

ISSUES
52 issues per year, 4 double issues
SIZE
230 x 297 mm
PRINTING METHOD
Offset
BINDING
Stapling, adhesive binding in issues 8, 20, 33-34, 42 and 47
READERS
233 000

Prices

SIZE	PRICE	ISSUE 8, 20, 33-34, 42, 47
2/1	12 220	13 190
1/1	6 790	7 330
1/2	4 620	4 990
1/4	3 400	3 670
BACK COVER	7 470	8 070
2. COVER	7 470	8 070
1. SPREAD	13 450	14 500

Changes are possible.
You will find up to date information on
yriyksille.otavamedia.fi/en

ISSUE	PUBL. DATE	RESERV	MATERIAL	THEMES
1	3.1.	11.12.	14.12.	Lighten up and get fit! Half a kilogram of vegetables every day: how to succeed. Weight loss stories. Training clothes. A survey can be carried out upon agreement.
2	10.1.	18.12.	21.12.	Effective winter skin products and care. Dream trips and destination tips. A survey can be carried out upon agreement.
3	17.1.	28.12.	4.1.	Hair extra: smart winter hair products and new ideas for hairdresser appointments. A survey can be carried out upon agreement.
4	24.1.	8.1.	11.1.	Supermarket fashion and reasonably priced cosmetic finds. A survey can be carried out upon agreement.
5	31.1.	15.1.	18.1.	Winter food that's good for you: soups, salads, etc. Handy small kitchen items and devices. A survey can be carried out upon agreement.
6	7.2.	22.1.	25.1.	inspiring décor issue: colour and joy for the home! Cleaning supplies. A test of body care products. A survey can be carried out upon agreement.
7	14.2.	29.1.	1.2.	The ABC of pharmacy cosmetics. Baking extra: pies, bread rolls, bread and other savoury baked goods. A survey can be carried out upon agreement.
8	21.2.	5.2.	8.2.	Glossy. Charming spring fashion and this season's most stylish accessories. Make-up and hair trends. A survey can be carried out upon agreement.
9	28.2.	12.2.	15.2.	City holidays Hand care and nail polishes. A survey can be carried out upon agreement.
10	7.3.	19.2.	22.2.	Women's day jubilee issue. Coat competition: vote and win your favourite spring coat. The best anti-ageing products. A survey can be carried out upon agreement.
11	14.3.	26.2.	1.3.	Get fit for summer: fitness tests, activity meters. Fun training clothes. Vitamins and nutritional supplements. A survey can be carried out upon agreement.
12	21.3.	5.3.	8.3.	Hair extra: home colours, styling products, etc. A study if agreed.
13	28.3.	12.3.	15.3.	Internal beauty: a guide to nutritional supplements for beauty. Big jeans guide. A survey can be carried out upon agreement.

14	4.4.	19.3.	22.3.	Feel-good extra: gentle sports, stomach-friendly foods and well-being drinks. A survey can be carried out upon agreement.
15	11.4.	26.3.	29.3.	Delicious Easter menu and wines to go with it. Sensuous lingerie. A survey can be carried out upon agreement.
16-17	17.4.	1.4.	4.4.	Easter double issue. Strength from nature: equipment and gear for hiking and other outdoor activities. Night creams. A survey can be carried out upon agreement.
18	2.5.	11.4.	16.4.	New fragrances and summer dresses. Pedicures. Ideas for the garden and balcony. A survey can be carried out upon agreement.
19	9.5.	18.4.	25.4.	The best dishes for spring parties and sparkling wine guide. New décor ideas. A test of self-tanning products. A survey can be carried out upon agreement.
20	16.5.	29.4.	3.5.	Glossy. All about summer fashion: colours, materials and accessories. Sunglasses. Hair colouring. A survey can be carried out upon agreement.
21	23.5.	7.5.	10.5.	Get excited about a new sport! Golf and other sports fashion. Eye creams. Extra distribution of 36,000 to woman golfers. A survey can be carried out upon agreement.
22	29.5.	13.5.	16.5.	Swimsuits and sun lotions. A survey can be carried out upon agreement.
23	6.6.	20.5.	23.5.	Summer reading tips. Health theme: help for intimate ailments. A survey can be carried out upon agreement.
24	13.6.	27.5.	31.5.	Take a mini-holiday close to home. The new favourites in Tallinn and Stockholm. A test of boxed wines. A survey can be carried out upon agreement.
25-26	19.6.	3.6.	6.6.	Midsummer double issue. The best flavours and refreshing drinks for the grilling season. A survey can be carried out upon agreement.
27	4.7.	17.6.	20.6.	The ABC of summer beauty: easy skin and hair care. Readers' favourite products. The popular Summer Home of the Week series starts! A survey can be carried out upon agreement.
28	11.7.	25.6.	28.6.	Big Housing Fair issue: pick your favourite from the most interesting locations. Refreshing desserts. A survey can be carried out upon agreement.
29	18.7.	2.7.	5.7.	Summer baking. More highlights from the Housing Fair. A survey can be carried out upon agreement.
30	25.7.	9.7.	12.7.	Summer fish in a new way: favourite recipes. Natural cosmetics. A survey can be carried out upon agreement.
31	1.8.	16.7.	19.7.	Well-being issue: new energy for everyday life. Light food. Well-being preparations. A survey can be carried out upon agreement.
32	8.8.	23.7.	26.7.	Autumn look for work and eyeglass frames. A survey can be carried out upon agreement.
33-34	15.8.	30.7.	2.8.	Glossy. Amazing autumn fashion issue: Luxury products and reasonably priced finds for skin care. A survey can be carried out upon agreement.
35	29.8.	13.8.	16.8.	Fall coat competition: vote and win your favourite. Relief for intimate ailments. A survey can be carried out upon agreement.
36	5.9.	20.8.	23.8.	Big décor issue: warmth for the home! Furniture and textiles for the bedroom and living room. Harvest season delicacies. A survey can be carried out upon agreement.
37	12.9.	27.8.	30.8.	Outdoor issue: nature provides experiences and peace of mind. Outdoor clothing and equipment Snacks. Flu prevention. A survey can be carried out upon agreement.
38	19.9.	3.9.	6.9.	Everyday eco deeds, ecological fashion and cosmetics. Vegetarian and vegan food. A survey can be carried out upon agreement.
39	26.9.	10.9.	13.9.	Eye well-being: care product and health guide. Autumn books. Great coffee! A survey can be carried out upon agreement.
40	3.10.	17.9.	20.9.	Pink ribbon facts about breast cancer. A test of new mascaras. A survey can be carried out upon agreement.
41	10.10.	24.9.	27.9.	Big food issue and lovely cookbooks. The best foundations. A survey can be carried out upon agreement.
42	17.10.	1.10.	4.10.	Glossy. The festive season: amazing little black dresses and accessories. Ideas for festive hairstyles and make-up. Sparkling drinks. A survey can be carried out upon agreement.
43	24.10.	8.10.	11.10.	Lighten up the dark season! Mindfulness, exercise and other ways to relieve winter darkness fatigue. The most beautiful light fixtures. Tea drinks A survey can be carried out upon agreement.
44	31.10.	15.10.	18.10.	Baking extra: variation for grains and different diets. A survey can be carried out upon agreement.
45	7.11.	22.10.	25.10.	Remedies for long-haul holiday fever: the most amazing destinations. Melt-in-your-mouth baking with chocolate. A survey can be carried out upon agreement.
46	14.11.	29.10.	1.11.	Glowing skin care products: serums, creams and boosters. Lingerie and pyjamas. A survey can be carried out upon agreement.
47	21.11.	5.11.	8.11.	Glossy. New fragrances, watches, jewellery and accessories for the festive season. Cosmetics as Christmas gifts. Cocktails and mocktails. A survey can be carried out upon agreement.
48	28.11.	12.11.	15.11.	Christmas baking extra. Hand and body creams from luxury to affordable. A survey can be carried out upon agreement.
49	4.12.	18.11.	21.11.	Big Christmas food issue. The best gift books. Christmas wines. A survey can be carried out upon agreement.
50	12.12.	25.11.	28.11.	The best beauty products of 2019. Inspiration from self-help books. A survey can be carried out upon agreement.
51-52	19.12.	2.12.	5.12.	Looking ahead to 2020: fashion, beauty and well-being trends. New Year's menu and drinks. A survey can be carried out upon agreement.

Deko

Quality-conscious and Visionary

Deko is a pioneer in Finnish interior décor magazines, which launches trends and provides information on the best places to buy. Deko's readers are urban dwellers who are either young or young at heart, and who enjoy a beautiful home, design, travel and art. The magazine presents the most interesting types, the best home ideas and the best tips for personalising things in a Deko style. Deko is an official partner for the Finnish Housing Fair, and publishes a comprehensive fair guide every year.

Technical Information

INQUIRIES, RESERVATION
Tuija Isosuo, Customer Service Manager tel. +358 50 310 3102, tuija.isosuo@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi
INSERTS
Sari Vaittinen tel. +358 10 230 8421, PunaMusta Oy, Kosti Aaltosen tie 9, 80141 Joensuu, Finland

ISSUES
12 issues per year
SIZE
230 x 297 mm
PRINTING METHOD
Offset
BINDING
Adhesive binding
READERS
107 000

Prices

SIZE	PRICE	ISSUE 7
2/1	8 680	10 720
1/1	4 820	5 960
1/2	3 280	4 060
1/4	2 410	2 980
BACK COVER	5 310	-
2. COVER	5 310	6 570
1. SPREAD	9 550	11 790
2. SPREAD	9 550	

Changes are possible.
You will find up to date information on
yrityksille.otavamedia.fi/en

Schedules and themes

ISSUE	PUBL. DATE	RESERV	MATERIAL	THEMES
1	2.1.	3.12.	10.12.	Big colour issue. Interior paint guide for the home. New inspirations: spring microtrends.
2	6.2.	10.1.	17.1.	New solutions for effective storage. Updating the children's room New and affordable trends
3	6.3.	7.2.	14.2.	Everything about bathrooms. The most interesting home surface materials. Decorating with plants today.
4	3.4.	7.3.	14.3.	Decorate with textiles. Spring furniture novelties.
5	8.5.	8.4.	15.4.	The latest for outdoors: outdoor furniture. Dishes and table setting ideas for spring and summer celebrations.
6	5.6.	8.5.	15.5.	Open up the summer home: garden, balcony, garden. Heating the sauna.
7	3.7.	3.6.	10.6.	The official interior decoration catalogue for the Kouvola Housing Fair New inspiring ideas for home builders.
8	14.8.	18.7.	25.7.	On a mini-budget: small homes, big ideas. From living room to life room: new accessories.
9	4.9.	8.8.	15.8.	Design issue: Autumn trends and directions. The most interesting novelties.
10	2.10.	5.9.	12.9.	Today's modern kitchen. Appliance novelties. The best in small décor.
11	6.11.	10.10.	17.10.	Lighting extra. New ideas and dishes for table setting. A review of home electronics.
12	4.12.	7.11.	14.11.	Bedroom update. Deko chooses the best décor ideas. Wonderful Christmas gifts and packaging ideas.

Quality-conscious Outdoor Lover

Erä is Finland's biggest fishing and outdoor magazine. The readers trek, hike, fish and lead an active outdoor life. They can be experienced Lapland wanderers or people who make day trips to the national parks of Southern Finland. The main thing is to enjoy nature and get experiences. Among the readers you will reach the broadest network of amateur fishers in Finland. The readers range from those after giant pikes to leisurely fly-fishers – people who are proud to delight their friends with new fish dishes on Eralehti.fi outdoor and fishing enthusiasts can find lots of reading of this field tests, fishing, camping, hiking, just name it.

Technical information

INQUIRIES, RESERVATION
Leena Hyyryläinen, Media Assistant tel. +358 50 310 6792, leena.hyyrylainen@otava.fi
SALES
Fredrik Ström, Sales Manager tel. +358 40 575 2335, fredrik.strom@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi

INSERTS
Pekka Sälpäkivi tel. +358 10 618 5761 Forssa Print Oy, Helsingintie 22, 30300 Forssa
ISSUES
12 issues per year
SIZE
210 x 275 mm
PRINTING METHOD
Offset
BINDING
Stapling
READERS
161 000

Prices

SIZE	PRICE
2/1	5 040
1/1	2 800
1/2	1 900
1/4	1 400
BACK COVER	3 080

SIZE	PRICE
2. COVER	3 080
3. COVER	3 080
1. SPREAD	5 550
2. SPREAD	5 550

Changes are possible.
You will find up to date information on yrityksille.otavamedia.fi/en

ISSUE	PUBL. DATE	RESERV	MATERIAL	THEMES
1	9.1.	10.12.	17.12.	Supplies for winter fishing and winter hiking. Suitable gear for wind and freezing temperatures. A survey can be carried out upon agreement.
2	6.2.	11.1.	18.1.	All about the Kala18 competition. The largest or most unusual fish reported in the last Erä fishing competition and stories about how they were caught. Preview of the GoExpo Fair. A survey can be carried out upon agreement.
3	13.3.	15.2.	22.2.	Guide for spring ice or nature. Spring hiking destinations and tips for late winter ice fishing trips. A survey can be carried out upon agreement.
4	17.4.	22.3.	29.3.	This season's new equipment for fishers and hikers. A survey can be carried out upon agreement.
5	15.5.	12.4.	18.4.	Open water fishing from the shore or boat. The most interesting new fishing boats for casting or trolling. A survey can be carried out upon agreement.
6	12.6.	16.5.	23.5.	Summer fishing issue: jigging special on different ways to fish with a jig and a comparison of bow-mounted electric trolling motors equipped with a skyhook. A survey can be carried out upon agreement.
7	10.7.	12.6.	19.6.	Fishing for everyone at the cottage: catching summer pike with a rod and reel, perch, whitefish and vendace with nets. A survey can be carried out upon agreement.
8	14.8.	19.7.	26.7.	Hiking and camping extra: the right equipment and destinations for autumn hikes in the north or in local forests. A survey can be carried out upon agreement.
9	11.9.	16.8.	23.8.	Wilderness electronics issue: New echo sounders, navigators and mobile phones and applications that are suitable for outdoor enthusiasts. Fishing tips for early autumn. A survey can be carried out upon agreement.
10	16.10.	20.9.	27.9.	Hiking food and hiking traditions. Tasty fish recipes, mushroom and berry delicacies. A survey can be carried out upon agreement.
11	20.11.	25.10.	1.11.	Fishing and hiking destinations outside Finland. What should you remember when camping outside Finland? A survey can be carried out upon agreement.
12	18.12.	21.11.	28.11.	Big test issue: the lures used for test fishing during the year, tested fishing gear and camping equipment. A survey can be carried out upon agreement.

Active Golfer

Golflehti is Finland's biggest sports magazine, whose readers consider golf to be the best spare time activity. Golflehti is read very actively, and the advertisements have a high awareness rate. Golflehti's readers have purchasing power and are well-educated. Typical readers are executives or senior officers, who are often in charge of purchases in the company they represent. They exercise other sports as well. **Golfpiste.com** is the leading online service and main source of information for golf players in Finland. Plenty of journalistic content is published on the website daily, and the digital version of Golflehti can also be read there. The trading section of Golfpiste.com is a forum for buying and selling e.g. shares, playing rights, and golf equipment.

Technical Information

INQUIRIES, RESERVATION
Tuija Isosuo, Customer Service Manager tel. +358 50 310 3102, tuija.isosuo@otava.fi
SALES
Tommi Lammi, Sales Manager tel. +358 40 159 9911, tommi.lammi@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi

INSERTS
Sari Vaittinen tel. +358 10 230 8421, PunaMusta Oy, Kosti Aaltosen tie 9, 80141 Joensuu, Finland
ISSUES
6 issues per year
SIZE
217 x 280 mm
PRINTING METHOD
Offset
BINDING
Adhesive binding
READERS
101 000

Prices

SIZE	PRICE
2/1	9 080
1/1	5 410
1/2	3 350
1/4	1 950
BACK COVER	6 280
2. COVER	6 280
3. COVER	6 280
1. SPREAD	9 630
2. SPREAD	9 630

Changes are possible.
 You will find up to date information on
yrityksille.otavamedia.fi/en

Schedules and themes

ISSUE	PUBL. DATE	RESERV	MATERIAL	THEMES
1	20.2.	25.1.	1.2.	Digital dimensions of golf and accessories.
2	10.4.	15.3.	22.3.	This season's new equipment (Hot List).
3	29.5.	3.5.	10.5.	Finland's golf summer and domestic travel.
4	10.7.	13.6.	19.6.	Health impacts of golf.
5	4.9.	9.8.	16.8.	Winter travel issue.
6	13.11.	18.10.	25.10.	Winter practice, golfing all year round



Curious Entertainment Lover

Hymy is Finland's most diverse entertainment magazine containing, among other things, revealing articles on celebrities, real stories about ordinary people, our war heroes and the Hymy Health supplement. The readers of Hymy are ordinary, active people and considerate shoppers. The visitors of Hymy.fi follow current affairs and are interested in the world of entertainment. They follow the latest news and are very interested in gossip.

Technical Information

INQUIRIES, RESERVATION
Krista Pohjoisaho, Media Assistant tel. +358 50 346 1574, krista.pohjoisaho@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi
INSERTS
Sanna Kitti tel. +358 50 310 0083, UPC Print, Gerbyntie 18, 65230 Vaasa, Finland

ISSUES
12 issues per year
SIZE
217 x 297 mm
PRINTING METHOD
Offset
BINDING
Stapling
READERS
126 000

Schedules and themes

ISSUE	PUBL. DATE	RESERV	MATERIAL
1	27.12.	30.11.	7.12.
2	31.1.	4.1.	11.1.
3	7.3.	8.2.	15.2.
4	4.4.	8.3.	15.3.
5	2.5.	5.4.	12.4.
6	29.5.	2.5.	9.5.
7	27.6.	31.5.	7.6.
8	1.8.	5.7.	12.7.
9	5.9.	9.8.	16.8.
10	3.10.	6.9.	13.9.
11	31.10.	4.10.	11.10.
12	28.11.	1.11.	8.11.

Prices

SIZE	PRICE
2/1	6 480
1/1	3 600
1/2	2 450
1/4	1 800
BACK COVER	3 960

Changes are possible.
You will find up to date information on
yrityksille.otavamedia.fi/en

KAKSPLUS

Seekers of Good Parenthood

Kaksplus is the number one media for families with young children. The monthly magazine offers useful information on caring for babies and young children and peer support for parenting, and presents and rates important accessories for families with children, be they clothes, prams or vitamins. Kaksplus.fi is a website that never sleeps. Advice and peer support can be found in discussion columns, and bloggers from Finland's most extensive family blogging community are followed and commented on passionately. Kaksplus.fi also contains articles by experts, entertaining tests and topics of news relevant to families with children.

Technical Information

INQUIRIES, RESERVATION
Taija Tiinanen, Media Assistant tel. +358 40 769 2540, taija.tiinanen@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi
INSERTS
Katrin Taaring p. +372 511 0032 Printall, Tala 4, Tallinn 11415, Estonia

ISSUES
8 issues per year
SIZE
230 x 297 mm
PRINTING METHOD
Offset
BINDING
Stapling
READERS
49 000

Prices

SIZE	PRICE
2/1	8 200
1/1	4 560
1/2	3 100
1/4	2 280
BACK COVER	5 020
2. COVER	5 020
1. SPREAD	9 020

Changes are possible.
You will find up to date information on
yrytyksille.otavamedia.fi/en

Schedules and themes

ISSUE	PUBL. DATE	RESERV	MATERIAL	THEMES
1	23.1.	19.12.	27.12.	Big pregnancy issue: stage-by-stage pregnancy and relief for ailments during pregnancy. The first purchases for a baby
2	6.3.	8.2.	15.2.	Spring gear for baby and toddler: coveralls and footwear. The big baby food guide.
3	8.5.	9.4.	16.4.	Baby carriages and strollers. Help with sleep problems: proven methods and research information. Relaxing mini-holidays for families.
4	19.6.	23.5.	31.5.	The great birth issue. Readers' touching stories about birth. Baby carriers and wraps. Nappy guide.
5	21.8.	26.7.	2.8.	Medicine cabinet for the family and treating illnesses. Baby skin care. Car seats.
6	18.9.	23.8.	30.8.	Beat the flu season! Important vitamins and minerals for mother and child. Readers' survival stories about the challenges of motherhood.
7	23.10.	27.9.	4.10.	Winter coveralls and other outdoor gear for baby and toddler. Family subsidies and insurance.
8	20.11.	25.10.	1.11.	Important information about breastfeeding and accessories. Lovely packages for Christmas: toys, games and books for the youngest in the family.

KANAVA

Socially Active

Kanava is the leading Finnish magazine in the social and cultural arena, where specialists from different fields write in-depth, yet commonly understood, articles about topics related to society, politics, economics and culture. To counter splintered, shallow journalism, Kanava offers whole stories – ingredients for wider horizons and deeper discussions.

Technical Information

INQUIRIES, RESERVATION
Tuija Isosuo, Customer Service Manager tel. +358 50 310 3102, tuija.isosuo@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi
INSERTS
Pekka Sälpäkivi tel. +358 10 618 5761, Forssa Print Oy, Helsingintie 22, 30300 Forssa, Finland

ISSUES
8 issues per year
SIZE
188 x 248 mm
PRINTING METHOD
Offset
BINDING
Adhesive binding
PRINT RUN
8 200

Prices

SIZE	PRICE
2/1	1 510
1/1	840
1/2	570
1/4	420
BACK COVER	930

Changes are possible.
You will find up to date information on
yrityksille.otavamedia.fi/en

Schedules and themes

ISSUE	PUBL. DATE	RESERV	MATERIAL	THEMES
1	18.1.	20.12.	28.12.	
2	1.3.	1.2.	11.2.	
3	12.4.	15.3.	25.3.	
4	31.5.	3.5.	13.5.	
5	9.8.	12.7.	22.7.	
6	20.9.	23.8.	2.9.	
7	25.10.	27.9.	7.10.	The best non-fiction books of the year
8	13.12.	15.11.	25.11.	

Active Motorboater

Kippari is the only magazine in Finland specialising in motorboating. The magazine is a real information package for those who like making excursions into inland waters or in the archipelago, fishing, diving, or who have to get to their shoreside cottage whatever the weather. The magazine is filled with technology, the fun of boating, and high-speed atmosphere – without forgetting tips for boat maintenance and repair.

Technical Information

INQUIRIES, RESERVATION
Leena Hyryläinen, Media Assistant tel. +358 50 310 6792, leena.hyrylainen@otava.fi
SALES
Fredrik Ström, Sales Manager tel. +358 40 575 2335, fredrik.strom@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi
INSERTS
Pekka Sälpäkivi tel. +358 10 618 5761, Forssa Print Oy, Helsingintie 22, 30300 Forssa, Finland

ISSUES
12 issues per year
SIZE
210 x 275 mm
PRINTING METHOD
Offset
BINDING
Stapling, adhesive binding in issue 2
READERS
53 000

Prices

SIZE	PRICE	ISSUE 2
2/1	3 600	4 230
1/1	2 000	2 350
1/2	1 360	1 600
1/4	1 000	1 180
BACK COVER	2 200	2 590

SIZE	PRICE	ISSUE 2
2. COVER	2 200	2 590
3. COVER	2 200	2 590
1. SPREAD	3 960	4 650
2. SPREAD	3 960	4 650
3. SPREAD	3 960	4 650

Changes are possible.
You will find up to date information on yrityksille.otavamedia.fi/en

Schedules and themes

ISSUE	PUBL. DATE	RESERV	MATERIAL	THEMES
1	10.1.	10.12.	17.12.	Next season's new and useful equipment for motorboat owners.
2	7.2.	11.1.	18.1.	Big Boat Show issue. Highlights of the Vene 19 Båt boat show for motorboat owners. Comparison of small Day Cruiser boats.
3	14.3.	15.2.	22.2.	Big motor issue: A comparison of the most affordable dual console boats on the market. The most interesting motorboats at the fair.
4	11.4.	15.3.	22.3.	Special second-hand-boat issue. Do-it-yourself tips for last minute maintenance and quick renovations before boating season.
5	9.5.	9.4.	15.4.	A comparison of large Day Cruiser boats. How much does one extra metre improve a boat's driving features or usability?
6	13.6.	15.5.	22.5.	Motorboat extra. When is an open boat enough as an island cottage connection boat and when is a cabin boat necessary?
7	18.7.	19.6.	26.6.	A big comparison of water scooters. The equipment needed for a scooter safari.
8	14.8.	18.7.	25.7.	A big comparison of fishing boats: Finnish novelties versus imported boats Helsinki Boat-Afloat Show preview articles
9	12.9.	16.8.	23.8.	Navigation in the dark: you don't have to take your boat out of the water in September. Light fixtures and other devices for the dark
10	17.10.	20.9.	27.9.	Maintenance extra. Instructions for maintaining motors yourself and tips for purchasing maintenance services.
11	14.11.	18.10.	25.10.	Arctic boating guide. How to deal with autumn storms and freezing conditions. Equipment for extreme open boating.
12	12.12.	15.11.	22.11.	The big travel and experience issue. A review of the boat charter trips on offer

Kotiliesi

Taste for Life

Kotiliesi gives ideas and inspiration for the everyday life of Finnish women. Each issue contains plenty of recipes, information on health and cultural tips. Kotiliesi's readers are family-centred home-makers, who enjoy cooking, reading and cherishing their health and well-being. Visitors to the Kotiliesi.fi-website are women under the age of 50 living in Finland's largest towns. Kotiliesi.fi contains more than 6,000 recipes, and has an active food blog community led by the 'Vappu keittiössä' (Vappu in the kitchen blog of celebrity Vappu Pimiä and Suklaapossu (chocolate pig which is one of Finland's most popular baking blogs.

Technical Information

INQUIRIES, RESERVATION
Taija Tiinanen, Media Assistant tel. +358 40 769 2540, taija.tiinanen@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi
INSERTS
Pekka Sälpäkivi tel. +358 10 618 5761, Forssa Print Oy, Helsingintie 22, 30300 Forssa, Finland

ISSUES
27 issue per year
SIZE
230 x 297 mm
PRINTING METHOD
Offset
BINDING
Adhesive binding
READERS
199 000

Prices

SIZE	PRICE
2/1	11 150
1/1	6 190
1/2	4 210
1/4	3 100
BACK COVER	6 810
2. COVER	6 810
1. SPREAD	12 270

Changes are possible.
You will find up to date information on yrityksille.otavamedia.fi/en

Schedules and themes

ISSUE	PUBL. DATE	RESERV	MATERIAL	THEMES
1	3.1.	3.12.	7.12.	Reaching your ideal weight in a healthy way: proteins, nutritional supplements, body measurement devices. Food: light and filling. Beautiful dieter makeover. A survey can be carried out upon agreement.
2	17.1.	17.12.	21.12.	Saving theme: the best supermarket cosmetics and fashion. Readers' savings tips. One week of meals for 50 euros. A survey can be carried out upon agreement.
3	31.1.	7.1.	11.1.	Health theme: prevent flu and freshen up with vitamins. New aromas for winter tea time. Winter handicrafts. A survey can be carried out upon agreement.
4	14.2.	21.1.	25.1.	Nostalgia issue: how baby boomers revolutionised Finland. A survey can be carried out upon agreement.
5	7.3.	11.2.	15.2.	Big eco issue: natural cosmetics and ecological choices for house cleaning and décor. Home-made food from vegetable protein. A survey can be carried out upon agreement.
6	21.3.	25.2.	1.3.	Special garden issue: novelties, seedlings, supplies. Use herbs at home in the kitchen. A survey can be carried out upon agreement.
7	28.3.	4.3.	8.3.	Tasty and light vegetarian dishes. The most beautiful spring dishes, serving dishes and glasses. A survey can be carried out upon agreement.
8	11.4.	18.3.	22.3.	Big Easter food issue: lamb and side dishes with new spices. Inspiration for the spring gardener. A survey can be carried out upon agreement.
9	25.4.	28.3.	3.4.	Special Party Issue: All about spring party season, buffet suggestions, decorations, table settings, beverages, labels, invitations etc. A survey can be carried out upon agreement.
10	9.5.	10.4.	16.4.	New ideas for a spring celebration buffet. A test of spring celebration wines. Festiv style for Mother's Day. A survey can be carried out upon agreement.

11	23.5.	26.4.	2.5.	The barbecue season begins: meat, fish and seafood delicacies for the grill and sauces and marinades. A test of grills. Outdoor furniture novelties, planters and summer flowers. A survey can be carried out upon agreement
12	6.6.	10.5.	16.5.	Nostalgia issue: memorable Finnish love stories. Festive midsummer menu. A survey can be carried out upon agreement.
13	19.6.	23.5.	27.5.	Health extra: lovely 50+ woman. Health and beauty product that increase vitality. Easy summer handicrafts. New potatoes and summer fish with side dishes. A survey can be carried out upon agreement.
14	4.7.	7.6.	13.6.	Décor theme: The best of the Housing Fair. The best summer burgers and side dishes. A test of beers. Blooming midsummer garden. A survey can be carried out upon agreement.
15	18.7.	24.6.	28.6.	Preserve the summer: jams and baking with summer berries. Summer makeover style. A survey can be carried out upon agreement.
16	1.8.	8.7.	12.7.	Parties in the garden: the best summer salads and baked goods. Late summer garden. A survey can be carried out upon agreement.
17	15.8.	22.7.	26.7.	Health theme: how to maintain your resistance. Healthy juices. A survey can be carried out upon agreement.
18	5.9.	12.8.	16.8.	Big décor issue. New furniture at Habitare. New autumn look for the home. A survey can be carried out upon agreement.
19	19.9.	26.8.	30.8.	Book theme: the best books of the autumn. Sleep for well-being. New autumn makeover style: outfits, hair, skin and make-up. A survey can be carried out upon agreement.
20	3.10.	9.9.	13.9.	Nostalgia issue: Finnish superwomen in culture, society and entertainment. A survey can be carried out upon agreement.
21	17.10.	23.9.	27.9.	Flexible joints: new help for mobility and pain symptoms. Kitchen theme: successful kitchen renovation, small kitchen fixtures. Spicy autumn flavours: spice mixtures and berry marmalades. A survey can be carried out upon agreement.
22	24.10.	30.9.	4.10.	Christmas of your dreams: Creating a Christmas atmosphere, table setting and decorating ideas, crafting, gift ideas, Christmas flowers. Christmas buffet. Testing mulled wines. A survey can be carried out upon agreement.
23	31.10.	7.10.	11.10.	Help with sleep problems. Fresh for the festive season. The best game dishes. Fresh new makeover style. A survey can be carried out upon agreement.
24	7.11.	14.10.	18.10.	Special Christmas baking issue. Sweet and savoury baking. Christmas classics. Christmas bread. A survey can be carried out upon agreement.
25	21.11.	28.10.	1.11.	Book theme: Christmas gift books. The best cosmetics and fragrance gifts. A survey can be carried out upon agreement.
26	4.12.	8.11.	13.11.	Honouring traditions at the Christmas dinner table. How to avoid stress. Decorate a beautiful Christmas home. A survey can be carried out upon agreement.
27	19.12.	22.11.	28.11.	Festive New Year's table. Pamper your stomach. New style for the adult woman. A survey can be carried out upon agreement.

Handicraft for Everybody

In every issue, Kotiliesi Käsityö offers more than 60 sets of instructions for readers interested in handicraft and fashion. The sewing pattern collection is a wardrobe tailored to Finnish women by Finnish designers, and also contains very large sizes. The knitwear instructions contain not only clothing instructions but also ideas for interior décor and instructions for making things in one evening. Kotiliesi Käsityö's readers are passionate handicraft enthusiasts, who are also interested in trends, novelties of the field, materials and equipment.

Technical Information

INQUIRIES, RESERVATION
Taija Tiinanen, Media Assistant tel. +358 40 769 2540, taija.tiinanen@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi
INSERTS
Katrin Taaring p. +372 511 0032 Printall, Tala 4, Tallinn 11415, Estonia

ISSUES
8 issue per year
SIZE
230 x 297 mm
PRINTING METHOD
Offset
BINDING
Stapling
READERS
195 000

Prices

SIZE	PRICE
2/1	5 670
1/1	3 150
1/2	2 140
1/4	1 575
2. COVER	3 470
BACK COVER	3 470

Changes are possible.
You will find up to date information on
yriyksille.otavamedia.fi/en

Schedules and themes

ISSUE	PUBL. DATE	RESERV	MATERIAL	THEMES
1	2.1.	27.11.	4.12.	The most beautiful coats. Sew and knit great everyday clothing.
2	20.2.	23.1.	30.1.	Spring fashion preview. Great knitwear. Lovely new home.
3	3.4.	6.3.	13.3.	The same model, different styles for everyday and celebrations Great accessories.
4	22.5.	23.4.	30.4.	Take a quick and easy holiday.
5	24.7.	26.6.	3.7.	Sew and knit your favourite everyday clothing.
6	4.9.	7.8.	14.8.	Functional autumn style for home and work.
7	16.10.	18.9.	25.9.	New favourite clothes. Improve your home.
8	20.11.	23.10.	30.10.	Special Christmas issue: great home-made gifts, outfits and accessories.

KOTILÄÄKÄRI

Towards Overall Wellbeing

The roots of Kotilääkäri (= home doctor) extend back more than 100 years as a trusted health magazine. For Kotilääkäri readers, the most important thing is their own well-being and that of their loved ones, overall health. They want to be riding the wave of the latest health trends and treatments. Kotilääkäri also provides everyday psychological information from human relations to self-development and stress management, as well as touching survival stories. Kotilääkäri readers are diversely active women, who are also interested in men's health. Healthy cooking, interior décor, clothes and beauty are the elements of high-quality life for them. They appreciate news, quality, responsibility and ethics, and also choose products and services from an ecological point of view.

Technical Information

INQUIRIES, RESERVATION
Taija Tiinanen, Media Assistant tel. +358 40 769 2540, taija.tiinanen@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi
INSERTS
Katrin Taaring p. +372 511 0032 Printall, Tala 4, Tallinn 11415, Estonia

ISSUES
10 issue per year
SIZE
230 x 297 mm
PRINTING METHOD
Offse
BINDING
Stapling
READERS
100 000

Prices

SIZE	PRICE
2/1	6 660
1/1	3 700
1/2	2 515
1/4	1 850

SIZE	PRICE
2. COVER	4 070
3. COVER	4 070
BACK COVER	4 070
1. SPREAD	7 330
2. SPREAD	7 330

Changes are possible.
You will find up to date information on
yrityksille.otavamedia.fi/en

Schedules and themes

ISSUE	PUBL. DATE	RESERV	MATERIAL	THEMES
1	9.1.	7.12.	13.12.	Painless weight loss. Relief for dry eyes. Get rid of the belly. Protect and moisturise your skin. Healthy snacks.
2	13.2.	18.1.	24.1.	Reduce the risk of cancer. Keep your mouth healthy. How to beat the norovirus. Gentle lip products.
3	13.3.	15.2.	21.2.	Protect your brain from stress. Do I need extra iron? Use these products to hide lines.
4	10.4.	15.3.	21.3.	Controlling type 2 diabetes. Bring your hair out of hibernation.
5	15.5.	16.4.	24.4.	Life change extra: This is how I did it! New skin cancer treatments. Stair aerobics. The top sun products. Gluten-free festive treats.
6	12.6.	16.5.	22.5.	How to keep your stomach happy and stomach-friendly products. The benefits of hip surgery. Great feet for the summer
7	17.7.	20.6.	27.6.	Sex problems of 50+ couples and how to deal with them. Ecological pampering products for the cottage. Vegetable delicacies on the barbecue.
8	11.9.	16.8.	22.8.	How to prevent memory disorders. Presenting do-it-yourself health tests. Treating adult acne. How can I participate in a Lapland hike?
9	16.10.	20.9.	26.9.	A good life in spite of breast cancer. Presenting the latest nutritional supplements: carnosine, L-arginine, etc. Get your neck in shape.
10	27.11.	1.11.	7.11.	Use these methods to control pain. Revitalising facial masks. Christmas delicacies for vegans.

Lively and Happy

Readers of Koululainen are primary school children thirsty for knowledge. Articles about idols, hobbies, films, music and games entice them into reading their very own magazine from cover to cover. At Koululainen.fi they can enjoy funny tests, videos and discussion.

Technical Information

INQUIRIES, RESERVATION
Lea Rasimus, Media Assistant tel. +358 50 390 4883, lea.rasimus@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi
INSERTS
Katrin Taaring p. +372 511 0032 Printall, Tala 4, Tallinn 11415, Estonia
ISSUES
12 issue per year

SIZE
217 x 280, Rappäri issue 7, size 170 x 240 mm
PRINTING METHOD
Offset
BINDING
Stapling, Rappäri issue 7 adhesive binding
PRINT RUN
19 300

Prices

SIZE	PRICE
2/1	4 250
1/1	2 360
1/2	1 610
1/4	1 180
2. COVER	2 600
3. COVER	2 600
BACK COVER	2 600
1. SPREAD	4 680

Changes are possible.
You will find up to date information on
yrityksille.otavamedia.fi/en

Schedules and themes

ISSUE	PUBL. DATE	RESERV	MATERIAL	THEMES
1	9.1.	7.12.	14.12.	The winners of the Fair Class competition! Fun winter activities and equipment.
2	13.2.	18.1.	25.1.	Wonderful pet extra: dog and cat care.
3	13.3.	15.2.	22.2.	Big tube extra. Popular youtubers. What's the right hobby for me?
4	10.4.	15.3.	22.3.	Easter crafts and cooking together.
5	8.5.	9.4.	16.4.	Horse issue and experiences in nature.
6	5.6.	9.5.	16.5.	Summer holiday begins: outdoor activities, games and equipment. Summer books and amusement parks.
7	3.7.	6.6.	13.6.	Great summer issue! More than 100 pages of texts, fun summer activities and holiday reading.
8	7.8.	12.7.	19.7.	Back to school! The best school supplies and clothes. The Fair Class competition starts.
9	11.9.	16.8.	23.8.	Big tube extra no. 2. The Pet of the Year competition begins. Science experiences.
10	16.10.	20.9.	27.9.	Scary Halloween! Crafts and delicious treats. Reading for autumn evenings.
11	13.11.	18.10.	25.10.	Pet extra: small pets and caring for them.
12	11.12.	14.11.	21.11.	Christmas crafts, games and toys. Announcement of the Pet of the Year winners.

Maalla

A Countryside Romantic

Maalla is an interior décor magazine for countryside romantics, which presents beautiful homes and a rural lifestyle. Maalla's readers love interior design, doing things with their hands and gardening. They are interested in traditional building materials and are hungry for ideas about refurbishing the home and garden and utilising natural materials.

Technical Information

INQUIRIES, RESERVATION
Krista Pohjoisaho, Media Assistant, tel. +358 50 346 1574, krista.pohjoisaho@otava.fi
SALES
Saarsalo Oy, Mikko Salmensuu, tel. +358 40 777 5112, mikko.salmensuu@saarsalo.fi
MATERIAL
ilmoitukset@otavamedia.fi
INSERTS
Katrin Taaring tel. +372 511 0032 Printall, Tala 4, Tallinn 11415, Estonia

ISSUES
11 issues per year
SIZE
230 x 297
PRINTING METHOD
Offset
BINDING
Stapling
READERS
103 000

Prices

SIZE	PRICE
2/1	8 315
1/1	4 620
1/2	3 140
1/4	2 310
2. COVER	5 090
3. COVER	5 090
BACK COVER	5 090
1. SPREAD	9 150

Changes are possible.
You will find up to date information on
yrityksille.otavamedia.fi/en

Schedules and themes

ISSUE	PUBL. DATE	RESERV	MATERIAL	THEMES
1	9.1.	14.12.	18.12.	Interior painting guide. Country-style wallpaper. Inspiration from novelties: update your home affordably.
2	13.2.	18.1.	25.1.	Country home bathroom. Bedroom update. Decorate with indoor plants.
3	13.3.	15.2.	22.2.	Big garden issue: new ideas for the summer yard.
4	10.4.	15.3.	22.3.	Organise a relaxed garden work party: recipes, table setting, atmosphere. Update and care for outdoor furniture.
5	15.5.	18.4.	26.4.	Improve your terrace: fix up and decorate. Functional summer kitchen.
6	12.6.	17.5.	24.5.	Enjoy a sauna and bath. Great summer textiles. Gifts for a cottage visit.
7	10.7.	14.6.	21.6.	A great summer table: dishes and table setting.
8	14.8.	19.7.	26.7.	Traditional construction: supplies, tools and where to shotel.
9	11.9.	16.8.	23.8.	Charming country kitchen and matching appliances.
10	9.10.	13.9.	20.9.	Functional interior lighting and new fireplaces and electric fireplaces.
11	6.11.	11.10.	18.10.	Christmas in the countryside: table setting, decoration and lovely gifts.

Passionate About the Outdoors

The readers appreciate traditional outdoor skills and demand quality from their equipment, so in the magazine they read about precise tests and carefully compare brands. Readers of the Metsästys ja Kalastus (Hunting and Fishing) magazine own holiday cottages, boats, SUV's and also pets that they are able to take good care of, no matter the expense. Being an enthusiast is part of the image and a way of life – readers want to show that they can survive in nature, whatever the conditions.

Technical information

INQUIRIES, RESERVATION
Leena Hyryläinen, Media Assistant, tel. +358 50 310 6792, leena.hyrylainen@otava.fi
SALES
Fredrik Ström, Sales Manager, tel. +358 40 575 2335, fredrik.strom@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi

INSERTS
Pekka Sälpäkivi tel. +358 10 618 5761, Forssa Print Oy, Helsingintie 22, 30300 Forssa, Finland
ISSUES
12 issues per year
SIZE
210 x 275
PRINTING METHOD
Offset
BINDING
Stapling
READERS
206 000

Prices

SIZE	PRICE	SIZE	PRICE
2/1	5 330	2. COVER	3 260
1/1	2 960	3. COVER	3 260
1/2	2 010	BACK COVER	3 260
1/4	1 480		

Changes are possible.
You will find up to date information on
yrityksille.otavamedia.fi/en

Schedules and themes

ISSUE	ILM. PÄIVÄ	RESERV	MATERIAL	THEMES
1	3.1.	4.12.	11.12.	Knives and blades: sharpeners, cutting surfaces. A test of thermal insoles. A survey can be carried out upon agreement.
2	7.2.	11.1.	18.1.	Raccoons: traps and iron traps. A test of woollen underwear. A survey can be carried out upon agreement.
3	7.3.	8.2.	15.2.	Winter fishing: winter fishing gear, drills and fishing coveralls. A test of winter fishing gear, drills and two-part fishing coveralls. A survey can be carried out upon agreement.
4	4.4.	8.3.	15.3.	Dogs and equipment for dogs: dog food, transport crates and fences. A test of the latest game cameras. A survey can be carried out upon agreement.
5	2.5.	3.4.	10.4.	Trolling: summer fishing equipment, boats and outboard motors. A test of multipurpose tools for the fisher. A survey can be carried out upon agreement.
6	6.6.	9.5.	16.5.	Hunting shotguns: cartridges and hearing protectors. A test of affordable distance meters. A survey can be carried out upon agreement.
7	4.7.	6.6.	13.6.	Summer fish delicacies: grills, smokers and drinks. A test of filleting knives for large fish. A survey can be carried out upon agreement.
8	1.8.	5.7.	12.7.	Hunting rifles: cartridges, binoculars and binocular sights. A test of hiking boots for hunting. A survey can be carried out upon agreement.
9	5.9.	9.8.	16.8.	Fowl hunting: clothing and equipment for hunting on the move. A test of reels. A survey can be carried out upon agreement.
10	3.10.	6.9.	13.9.	Moose: orange clothing, hunting stools and gun rests. A test of waist packs. A survey can be carried out upon agreement.
11	7.11.	11.10.	18.10.	Game delicacies: vacuum devices, freezer bags and meat grinders. A test of meat grinders. A survey can be carried out upon agreement.
12	5.12.	8.11.	15.11.	Literature and stories: new books. A test of rechargeable headlamps. A survey can be carried out upon agreement.

Passionate culture enthusiast

Parnasso is the highest-quality, traditional and versatile literary influencer in Finland, explaining what is fresh in classics and what is permanent in new books. The best authors and literary professionals write to Parnasso, offering readers almost 200 expert book reviews a year and shedding light on the backgrounds of phenomena that stir up the publishing industry.

Technical information

INQUIRIES, RESERVATION
Tuija Isosuo, Customer Service Manager, tel. +358 50 310 3102, tuija.isosuo@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi
INSERTS
Pekka Sälpäkivi tel. +358 10 618 5761, Forssa Print Oy, Helsingintie 22, 30300 Forssa, Finland
ISSUES
6 issues per year

SIZE
188 x 248
PRINTING METHOD
Offset
BINDING
Adhesive binding
PAINOSMÄÄRÄ
7 100

Prices

SIZE	PRICE
2/1	1 910
1/1	1 060
1/2	720
1/4	530
3. COVER	1 170
BACK COVER	1 170

Changes are possible.
You will find up to date information on
yrityksille.otavamedia.fi/en

Schedules and themes

ISSUE	PUBL. DATE	RESERV	MATERIAL	THEMES
1	31.1.	4.1.	11.1.	
2	4.4.	8.3.	15.3.	
3	6.6.	10.5.	17.5.	
4	29.8.	2.8.	9.8.	
5	3.10.	6.9.	13.9.	
6	4.12.	7.11.	14.11.	A big double issue, with a Lukemisto supplement that presents new and exciting literary texts and authors from Finland and around the world.

SEURA

Contemporary Classic, Finger on the Pulse

In its pages, Seura offers weekly – and at seura.fi, daily – diverse reading material for both women and men: high-quality topical articles and reports, as well as relaxing entertainment, true stories, history, science and nature, travel and food articles all within one cover. Seura's readers are particularly interested in health and well-being, cooking, science and nature, baking, recipes, nature and hiking, literature and culture, travel, holiday cottages and gardening. They enjoy reading the magazine for a full 78 minutes, and also have a positive attitude towards commercial messages. Seura.fi readers are urban dwellers of an active age, who are hooked on the magazine's well-researched articles on society, politics, the economy, events, topical issues, stories about ordinary people and health. Seura.fi also contains reliable health and beauty articles by Kotilääkäri (home doctor) and Viva's articles on retirement, the economy and domestic technology.

Technical information

INQUIRIES, RESERVATION
Krista Pohjoisaho, Media Assistant, tel. +358 50 346 1574, krista.pohjoisaho@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi
INSERTS
Sanna Kitti tel. +358 50 310 0083, UPC Print, Gerbyntie 18, 65230 Vaasa, Finland

ISSUES
52 issues per year, 3 double issues
SIZE
210 x 280 mm
PRINTING METHOD
Offset
BINDING
Stapling
READERS
281 000

Prices

SIZE	PRICE
2/1	11 4500
1/1	6 360
1/2	4 330
1/4	3 180
BACK COVER	7 000

Changes are possible.
You will find up to date information on
yrityksille.otavamedia.fi/en

ISSUE	PUBL. DATE	RESERV	MATERIAL	THEMES
1	3.1.	12.12.	17.12.	Weight loss: how to get started on a lighter life easily and sustainably. Get into better shape. A new perspective on the Canary Islands. The continuation of the "Puhtaat valkeat lakanat" story: "Takaisin Onnelaan". A survey can be carried out upon agreement.
2	10.1.	18.12.	27.12.	Atopic skin and caring for it. Orange, pink grapefruit: 5 delicious recipes. The continuation of the "Puhtaat valkeat lakanat" story: "Takaisin Onnelaan". A survey can be carried out upon agreement.
3	17.1.	27.12.	7.1.	What to include in your travel pharmacy: how travellers handle the most common ailments. Fly to sunny destinations in under 10 hours. The continuation of the "Puhtaat valkeat lakanat" story: "Takaisin Onnelaan". A survey can be carried out upon agreement.
4	24.1.	7.1.	14.1.	Relief for joint pain. Mexican night menu. The continuation of the "Puhtaat valkeat lakanat" story: "Takaisin Onnelaan". A survey can be carried out upon agreement.
5	31.1.	14.1.	21.1.	The influenza situation and home treatment, when should you go to the doctor? Guaranteed to be sunny. The continuation of the "Puhtaat valkeat lakanat" story: "Takaisin Onnelaan". A survey can be carried out upon agreement.
6	7.2.	21.1.	28.1.	Is infection developing in your mouth – home remedies to prevent tooth problems. 5 potato recipes. The continuation of the "Puhtaat valkeat lakanat" story: "Takaisin Onnelaan". A survey can be carried out upon agreement.
7	14.2.	28.1.	4.2.	Lumbago and lower back pain, home remedies. Swedish or Finnish Lapland? The continuation of the "Puhtaat valkeat lakanat" story: "Takaisin Onnelaan". A survey can be carried out upon agreement.

8	21.2.	4.2.	11.2.	Comfort food menu for a winter evening. How to deal with freezing weather: keeping warm, avoid and treat frostbite, cold fingers and toes. A survey can be carried out upon agreement.
9	28.2.	11.2.	18.2.	New trends in hearing care, a new generation of hearing aids. Refresh yourself with a city holiday in Europe. A survey can be carried out upon agreement.
10	7.3.	18.2.	25.2.	Chili, delicious recipes. A survey can be carried out upon agreement.
11	14.3.	25.2.	4.3.	Recognise and treat high blood pressure. An amazing trip to the Lofoten Islands. A survey can be carried out upon agreement.
12	21.3.	4.3.	11.3.	Feeling tired? Get help from lifestyle and nutrition. A French evening: cheese menu. A survey can be carried out upon agreement.
13	28.3.	11.3.	18.3.	Help your brain – what kind of nutrition and nutritional supplements are good for the brain? A survey can be carried out upon agreement.
14	4.4.	18.3.	25.3.	New diabetes classification and how to keep blood sugar steady with, for example, whole grains and fibre supplements. Eggs: 5 delicious recipes. A survey can be carried out upon agreement.
15	11.4.	25.3.	1.4.	Beloved Greece. A survey can be carried out upon agreement.
16-17	17.4.	29.3.	5.4.	Take care of your eyes: nutrition, sunglasses, a visit to the optician. Easter menu. The “Sunshine” pet competition begins. A survey can be carried out upon agreement.
18	2.5.	11.4.	17.4.	Are you getting enough iron? Delicious asparagus recipes. A survey can be carried out upon agreement.
19	9.5.	18.4.	29.4.	How to care for your heart, including heart-friendly diets to lower cholesterol. A local holiday in the Åland Islands. A survey can be carried out upon agreement.
20	16.5.	29.4.	6.5.	Menu for spring celebrations, quick and easy buffet dishes. Protect yourself from melanoma with, for example, sun lotion. A survey can be carried out upon agreement.
21	23.5.	6.5.	13.5.	A local holiday in Hanko. A survey can be carried out upon agreement.
22	29.5.	10.5.	17.5.	Refreshing nectarines and peaches: 5 delicious recipes. Where to get help with incontinence? A survey can be carried out upon agreement.
23	6.6.	20.5.	27.5.	A local holiday in Porvoo. Summer house special. A survey can be carried out upon agreement.
24	13.6.	28.5.	4.6.	Fish menu for Midsummer. Speed up your digestion. A survey can be carried out upon agreement.
25-26	19.6.	31.5.	7.6.	Grill tips for the summer. Help with a lack of libido. A local holiday in Naantali. A survey can be carried out upon agreement.
27	4.7.	17.6.	24.6.	Headache and facial pain from bite problems and how to treat them. A local holiday in Kotka. A survey can be carried out upon agreement.
28	11.7.	24.6.	1.7.	Summer pancake party. Help, my legs are swollen and tired! A survey can be carried out upon agreement.
29	18.7.	1.7.	8.7.	Snake bite, bee sting and ticks – how to treat and avoid these problems. A local holiday in Hämeenlinna. A survey can be carried out upon agreement.
30	25.7.	8.7.	15.7.	The best recipes for the crayfish season. How to avoid and identify dehydration. Problems caused by the sun. A survey can be carried out upon agreement.
31	1.8.	15.7.	22.7.	How to deal with erection problems? A local holiday in Imatra. A survey can be carried out upon agreement.
32	8.8.	22.7.	29.7.	A lost tooth, where to get help? Delicious recipes for harvest work parties. A survey can be carried out upon agreement.
33	15.8.	29.7.	5.8.	Do you have prostate problems? A local holiday in Rauma. A survey can be carried out upon agreement.
34	22.8.	5.8.	12.8.	How does shift work affect the body and mind and how can you deal with the negative aspects? The lingonberry harvest and 5 recipes. The “Sunshine” pet competition begins. A survey can be carried out upon agreement.
35	29.8.	12.8.	19.8.	How can a mould refuge get help? A local holiday in Hamina. A survey can be carried out upon agreement.
36	5.9.	19.8.	26.8.	Italian evening menu A survey can be carried out upon agreement.
37	12.9.	26.8.	2.9.	How to relieve flu symptoms and prevent the flu. A survey can be carried out upon agreement.
38	19.9.	2.9.	9.9.	New information about treating Alzheimer’s disease, for example, the effect of vitamins. 5 recipes using eggplant or zucchini. A survey can be carried out upon agreement.
39	26.9.	9.9.	16.9.	A sleep researcher’s tips for getting a good sleep. What should you shop for in Tallinn? A survey can be carried out upon agreement.
40	3.10.	16.9.	23.9.	What changes when your body ages and can you do anything about it? A romantic 5-course candlelight dinner. A survey can be carried out upon agreement.
41	10.10.	23.9.	30.9.	New information about breast cancer. Pink ribbon month. Take a shopping trip to Riga. A survey can be carried out upon agreement.

42	17.10.	30.9.	7.10.	Young people can also get osteoporosis – many medicines are surprising. Many uses for pumpkin, 5 recipes. A survey can be carried out upon agreement.
43	24.10.	7.10.	14.10.	Amazing Spain. A survey can be carried out upon agreement.
44	31.10.	14.10.	21.10.	New hope for prostate cancer. A barbecue meal for All Saints' Day. A survey can be carried out upon agreement.
45	7.11.	21.10.	28.10.	Is the dark season depressing, how can I use vitamins and nutrition? A city holiday in Europe. A survey can be carried out upon agreement.
46	14.11.	28.10.	4.11.	Why should you oil your nose? The 5 best recipes for beetroot. A survey can be carried out upon agreement.
47	21.11.	4.11.	11.11.	A survey can be carried out upon agreement.
48	28.11.	11.11.	18.11.	An upset and swollen stomach, can a gluten-free diet help? Finland menu for Independence Day. A survey can be carried out upon agreement.
49	4.12.	15.11.	22.11.	Do you have bad breath? Christmas shopping in Central Europe. A survey can be carried out upon agreement.
50	12.12.	25.11.	2.12.	Alternative Christmas menu. A survey can be carried out upon agreement.
51-52	19.12.	2.12.	9.12.	Sleep well: how to choose a suitable pillow and mattress. Finger food for the New Year. A survey can be carried out upon agreement.

Diverse Brain Workouts

Readers of Super-Ristikot spend a long time on it, and it travels with them on journeys to and from home and the cottage. For crossword fans, solving problems is enjoyment! Lovers of brain workouts return to Finland's most diverse exercise magazine again and again and, with the help of Super-Ristikot, keep their memories and powers of perception in good shape. The magazine contains verbal and illustrated crossword puzzles of different degrees of difficulty, number and letter grids, hidden words and sudoku.

Technical information

INQUIRIES, RESERVATION
Krista Pohjoisaho, Media Assistant tel. +358 50 346 1574, krista.pohjoisaho@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi
INSERTS
Katrin Taaring tel. +372 511 0032, Printall, Tala 4, Tallinn 11415, Estonia

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Offset
BINDING
Stapling
PRINT RUN
12 500

Schedules and themes

ISSUE	PUBL. DATE	RESERV	MATERIAL
1	24.1.	3.1.	9.1.
2	28.2.	7.2.	13.2.
3	4.4.	14.3.	20.3.
4	16.5.	25.4.	30.4.
5	27.6.	6.6.	12.6.
6	1.8.	11.7.	17.7.
7	12.9.	22.8.	28.8.
8	17.10.	26.9.	2.10.
9	21.11.	31.10.	6.11.
10	19.12.	28.11.	4.12.

Prices

SIZE	PRICE
1/1	4 000
BACK COVER	4 400

Changes are possible.
You will find up to date information on
yriyksille.otavamedia.fi/en

Aware and Influential

Suomen Kuvalehti explains the background to domestic and international events diversely, reliably and independently. The magazine's articles are in-depth and enjoyable top-class narrative. It has a longer average reading time than any other magazine: an astounding 100 minutes. Suomen Kuvalehti is the most interesting and surprising media in Finland; it also takes active part in discussions on social media. The magazine reaches about 200,000 Finns every week on Facebook, Twitter and Instagram. Suomenkuvalehti.fi is also a strong online media channel, which every day publishes news and analysis, the background to them and insightful blogs.

Technical information

INQUIRIES, RESERVATION
Taija Tiinanen, Media Assistant, tel. +358 40 769 2540, taija.tiinanen@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi
INSERTS
Sanna Kitti tel. +358 50 310 0083, UPC Print, Gerbyntie 18, 65230 Vaasa, Finland

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Prices

SIZE	PRICE
2/1	11 680
1/1	6 490
1/2	4 400
1/4	3 250
2. COVER	7 140
BACK COVER	7 140
1. SPREAD	12 850

Changes are possible.
You will find up to date information on
yrityksille.otavamedia.fi/en

Schedules and themes

ISSUE	PUBL. DATE	RESERV	MATERIAL	THEMES
1	4.1.	13.12.	18.12.	A survey can be carried out upon agreement.
2	11.1.	20.12.	28.12.	A survey can be carried out upon agreement.
3	18.1.	3.1.	8.1.	A survey can be carried out upon agreement.
4	25.1.	10.1.	15.1.	A survey can be carried out upon agreement.
5	1.2.	17.1.	22.1.	A survey can be carried out upon agreement.
6	8.2.	24.1.	29.1.	A survey can be carried out upon agreement.
7	15.2.	31.1.	5.2.	A survey can be carried out upon agreement.
8	22.2.	7.2.	12.2.	A survey can be carried out upon agreement.
9	1.3.	14.2.	19.2.	A survey can be carried out upon agreement.
10	8.3.	21.2.	26.2.	A survey can be carried out upon agreement.
11	15.3.	28.2.	5.3.	A survey can be carried out upon agreement.
12	22.3.	7.3.	12.3.	A survey can be carried out upon agreement.
13	29.3.	14.3.	19.3.	A survey can be carried out upon agreement.
14	5.4.	21.3.	26.3.	A survey can be carried out upon agreement.
15	12.4.	28.3.	2.4.	A survey can be carried out upon agreement.
16-17	18.4.	3.4.	8.4.	What's on the grill this summer? Sparkling wine tips in the wine column. A survey can be carried out upon agreement.

18	3.5.	15.4.	18.4.	A survey can be carried out upon agreement.
19	10.5.	24.4.	29.4.	A survey can be carried out upon agreement.
20	17.5.	2.5.	7.5.	A survey can be carried out upon agreement.
21	24.5.	9.5.	14.5.	A survey can be carried out upon agreement.
22	31.5.	15.5.	20.5.	A survey can be carried out upon agreement.
23	7.6.	22.5.	27.5.	A survey can be carried out upon agreement.
24	14.6.	29.5.	3.6.	A survey can be carried out upon agreement.
25-26	20.6.	5.6.	10.6.	Finnish fish and summer beer trends. Wine column tips. A survey can be carried out upon agreement.
27	5.7.	19.6.	24.6.	A survey can be carried out upon agreement.
28	12.7.	27.6.	2.7.	A survey can be carried out upon agreement.
29	19.7.	4.7.	9.7.	A survey can be carried out upon agreement.
30	26.7.	11.7.	16.7.	A survey can be carried out upon agreement.
31	2.8.	18.7.	23.7.	A survey can be carried out upon agreement.
32	9.8.	25.7.	30.7.	A survey can be carried out upon agreement.
33	16.8.	1.8.	6.8.	A survey can be carried out upon agreement.
34	23.8.	8.8.	13.8.	A survey can be carried out upon agreement.
35	30.8.	15.8.	20.8.	A survey can be carried out upon agreement.
36	6.9.	22.8.	27.8.	A survey can be carried out upon agreement.
37	13.9.	29.8.	3.9.	A survey can be carried out upon agreement.
38	20.9.	5.9.	10.9.	A survey can be carried out upon agreement.
39	27.9.	12.9.	17.9.	A survey can be carried out upon agreement.
40	4.10.	19.9.	24.9.	A survey can be carried out upon agreement.
41	11.10.	26.9.	1.10.	Delicacies from the harvest crop: mushrooms, berries, vegetables. Wine column tips. A survey can be carried out upon agreement.
42	18.10.	3.10.	8.10.	A survey can be carried out upon agreement.
43	25.10.	10.10.	15.10.	A survey can be carried out upon agreement.
44	1.11.	17.10.	22.10.	A survey can be carried out upon agreement.
45	8.11.	24.10.	29.10.	A survey can be carried out upon agreement.
46	15.11.	31.10.	5.11.	A survey can be carried out upon agreement.
47	22.11.	7.11.	12.11.	A survey can be carried out upon agreement.
48	29.11.	14.11.	19.11.	The most interesting books of the year. A survey can be carried out upon agreement.
49	5.12.	20.11.	25.11.	A survey can be carried out upon agreement.
50	13.12.	27.11.	2.12.	Christmas and festive season refreshments for guests. Wine column tips. A survey can be carried out upon agreement.
51-52	20.12.	4.12.	9.12.	A survey can be carried out upon agreement.



The Expert Pioneer

Tekniikan Maailma (the world of technique) is Finland's most trusted, respected and widely read media on technology and science. Readers know that they will get useful information from Tekniikan Maailma. The magazine's readers are well-off and educated and they value information. Our website tekniikanmaailma.fi is the leading site for science and technology news in Finland.

Technical information

INQUIRIES, RESERVATION
Tuija Isosuo, Customer Service Manager, tel. +358 50 310 3102, tuija.isosuo@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi
INSERTS
Pekka Sälpäkivi tel. + 358 10 618 5761, Forssa Print Oy, Helsingintie 22, 30300 Forssa, Finland

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210 x 275 mm
PRINTING METHOD
Offset
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Stapling
READERS
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Prices

SIZE	PRICE	SIZE	PRICE
2/1	12 440	3. COVER	7 610
1/1	6 910	BACK COVER	7 610
1/2	4 700	1. SPREAD	13 690
1/4	3 460	2. SPREAD	13 690
2. COVER	7 610	CENTERFOLD	13 690

Changes are possible.
You will find up to date information on
yriyksille.otavamedia.fi/en

Schedules and themes

ISSUE	PUBL. DATE	RESERV	MATERIAL	THEMES
1	27.12.	3.12.	7.12.	Car comparison: compact premium SUVs, Volvo XC40 and 4 other cars. Tablet comparison. A survey can be carried out upon agreement.
2	16.1.	17.12.	20.12.	Cars in 2018. Affordable 4K televisions 55". A survey can be carried out upon agreement.
3	30.1.	9.1.	14.1.	The Detroit Car Show. CES Electronics Show, Las Vegas. CES Show: audio, video and information technology. A survey can be carried out upon agreement.
4	20.2.	30.1.	4.2.	A winter comparison of cars: winter cars 2019. Household appliances, tea and coffee makers. A survey can be carried out upon agreement.
5	6.3.	13.2.	18.2.	Summer tyre comparison. Recording set-top boxes. A survey can be carried out upon agreement.
6	20.3.	27.2.	4.3.	Geneva Car Show. Mobile World Congress, Barcelona: mobile phone novelties. A survey can be carried out upon agreement.
7	10.4.	20.3.	25.3.	Bike comparison. Sports electronics. A survey can be carried out upon agreement.
8	24.4.	1.4.	4.4.	Audio comparison. A survey can be carried out upon agreement.
9	8.5.	15.4.	17.4.	Used cars, also electric cars. Affordable mobile phones as gifts. A survey can be carried out upon agreement.
10	22.5.	29.4.	3.5.	Car comparison: a current group. Bluetooth speakers. A survey can be carried out upon agreement.
11	5.6.	15.5.	20.5.	Usage test 60,000 km: Seat Arona. Car cameras. A survey can be carried out upon agreement.
12	19.6.	28.5.	3.6.	Car comparison: a current group. Televisions (8K). A survey can be carried out upon agreement.

13	3.7.	12.6.	17.6.	Motorcycle comparison. Remote surveillance and cottage electronics. A survey can be carried out upon agreement.
14	24.7.	3.7.	8.7.	SCOTY: the Scandinavian Sports Car of the Year comparison. Laptop computers, back to school. A survey can be carried out upon agreement.
15	21.8.	31.7.	5.8.	Car comparison: a current group. Household appliances and preserving devices. A survey can be carried out upon agreement.
16	4.9.	14.8.	19.8.	5G networks. A survey can be carried out upon agreement.
17	18.9.	28.8.	2.9.	Winter tyre comparison. Audio comparison. A survey can be carried out upon agreement.
18	2.10.	11.9.	16.9.	The Frankfurt Car Show. IFA Fair: household appliances. A survey can be carried out upon agreement.
19	16.10.	25.9.	30.9.	Introduction to Car of the Year 2020. Set-top boxes. A survey can be carried out upon agreement.
20	30.10.	9.10.	14.10.	Car comparison: a current group. Household appliances and dishwashers. A survey can be carried out upon agreement.
21	13.11.	23.10.	28.10.	Top mobile phones. A survey can be carried out upon agreement.
22	27.11.	6.11.	11.11.	Camera comparison. A survey can be carried out upon agreement.
23	11.12.	20.11.	25.11.	Mid-price mobile phones. A survey can be carried out upon agreement.



Inquisitive and Skillful Renovator

TM Rakennusmaailma is a basic tool for those interested in the home, building and renovation. Therefore, it is read by people who are interested in different methods of building and renovation, and related products and equipment. The magazine's readers are educated professionals on higher than average salaries, and enthusiasts well versed in the subject.

Technical information

INQUIRIES, RESERVATION
Tuija Isosuo, Customer Service Manager, tel. +358 50 310 3102, tuija.isosuo@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi
INSERTS
Pekka Sälpäkivi tel. +358 10 618 5761, Forssa Print Oy, Helsingintie 22, 30300 Forssa, Finland

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2/1	6 950	11 390
1/1	3 860	6 330
1/2	2 230	4 310
1/4	1 640	3 170
2. COVER	4 250	6 970
3. COVER	4 250	-
BACK COVER	4 250	-
1. SPREAD	7 650	12 530
2. SPREAD	7 650	12 530

Changes are possible.
You will find up to date information on
yriyksille.otavamedia.fi/en

Schedules and themes

ISSUE	ILM. PÄIVÄ.	RESERV	MATERIAL	THEMES
1	16.1.	17.12.	20.12.	New wooden screws.
2	13.2.	18.1.	25.1.	New frame structures for wood construction CLT, LVL, MHM.
3	13.3.	15.2.	22.2.	Surveillance and adjustment systems for detached houses.
4	17.4.	22.3.	29.3.	Online hardware stores.
5	29.5.	3.5.	10.5.	Holiday and leisure-time living: terraces, piers.
6	3.7.	3.6.	10.6.	The official catalogue for the Kouvola Housing Fair.
7	14.8.	19.7.	26.7.	Garden issue.
8	11.9.	16.8.	23.8.	Interior home surfaces: paint, laminate, parquet, wallpaper, vinyl tiles, etc.
9	9.10.	13.9.	20.9.	Comparison of air source heat pumps.
10	6.11.	11.10.	18.10.	Fix up the lighting.
11	27.11.	1.11.	8.11.	Fireplaces and heating.
12	18.12.	21.11.	28.11.	

The Best TV Programme Guide

In TV-maailma (TV world), readers will find a wide range of programme reviews and presentations, as well as information on the weekly schedule. There is really useful information for readers about movies, series, documentaries, critics' choices, sports snippets and selections from Internet TV, Pay-TV and radio, as well as entertaining interviews. The readers want experiences, stories, information and entertainment, and are especially focused on their well-being, their own style and their appearance. They get TV-maailma along with Seura and Suomen Kuvalehti. TV-maailma is a magazine which they return to every day.

Technical information

INQUIRIES, RESERVATION
Krista Pohjoisaho, Media Assistant, tel. +358 50 346 1574, krista.pohjoisaho@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi
INSERTS
Sanna Kitti tel. +358 50 310 0083, UPC Print, Gerbyntie 18, 65230 Vaasa, Finland

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BACK COVER	4 760

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You will find up to date information on
yriyksille.otavamedia.fi/en

ISSUE	PUBL. DATE	RESERV	MATERIAL
1	3.1.	12.12.	17.12.
2	10.1.	18.12.	27.12.
3	17.1.	27.12.	7.1.
4	24.1.	3.1.	14.1.
5	31.1.	10.1.	21.1.
6	7.2.	17.1.	28.1.
7	14.2.	24.1.	4.2.
8	21.2.	31.1.	11.2.
9	28.2.	7.2.	18.2.
10	7.3.	14.2.	25.2.
11	14.3.	21.2.	4.3.
12	21.3.	28.2.	11.3.
13	28.3.	7.3.	18.3.
14	4.4.	14.3.	25.3.
15	11.4.	21.3.	1.4.
16-17	17.4.	27.3.	5.4.
18	2.5.	11.4.	17.4.
19	9.5.	18.4.	29.4.
20	16.5.	25.4.	6.5.
21	23.5.	2.5.	13.5.
22	29.5.	8.5.	15.5.
23	6.6.	16.5.	27.5.
24	13.6.	23.5.	3.6.
25-26	19.6.	29.5.	7.6.
27	4.7.	13.6.	24.6.

ISSUE	ILM. PÄIVÄ	RESERV	MATERIAL
28	11.7.	20.6.	1.7.
29	18.7.	27.6.	8.7.
30	25.7.	4.7.	15.7.
31	1.8.	11.7.	22.7.
32	8.8.	18.7.	29.7.
33	15.8.	25.7.	5.8.
34	22.8.	1.8.	12.8.
35	29.8.	8.8.	19.8.
36	5.9.	15.8.	26.8.
37	12.9.	22.8.	2.9.
38	19.9.	29.8.	9.9.
39	26.9.	5.9.	16.9.
40	3.10.	12.9.	23.9.
41	10.10.	19.9.	30.9.
42	17.10.	26.9.	7.10.
43	24.10.	3.10.	14.10.
44	31.10.	10.10.	21.10.
45	7.11.	17.10.	28.10.
46	14.11.	24.10.	4.11.
47	21.11.	31.10.	11.11.
48	28.11.	7.11.	18.11.
49	4.12.	15.11.	22.11.
50	12.12.	21.11.	2.12.
51-52	19.12.	28.11.	9.12.



For the Passionate Motorist

Vauhdin Maailma is the chief organ for Finnish motorsport. The magazine's readers are followers and enthusiasts of motorsport, go in person to see motorsport events and follow the results in the media. For some of them, motorsport is a profession.

Technical information

INQUIRIES, RESERVATION
Krista Pohjoisaho, Media Assistant, tel. +358 50 346 1574, krista.pohjoisaho@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi
INSERTS
Pekka Sälpäkivi tel. +358 10 618 5761, Forssa Print Oy, Helsingintie 22, 30300 Forssa, Finland

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Stapling
READERS
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1/1	2 500
1/2	1 700
1/4	1 250
2. COVER	2 750
3. COVER	2 750
BACK COVER	2 750

Changes are possible.
You will find up to date information on
yriyksille.otavamedia.fi/en

Schedules and themes

ISSUE	PUBL. DATE	RESERV	MATERIAL	THEMES
1	18.1.	21.12.	28.12.	Rally season preview: teams, drivers, cars and regulations.
2	15.2.	21.1.	28.1.	The domestic season begins: a big package about the start of Finnish championship series.
3	15.3.	18.2.	25.2.	F1 season preview: information package for the world championship.
4	26.4.	1.4.	8.4.	Rally analyses from the world and Finnish championship series: have the pre-season favourites held their ground?
5	17.5.	18.4.	29.4.	The racetrack season begins: championship series and races, regulations and what's new.
6	14.6.	20.5.	27.5.	Race car test drives, presentations and comparisons.
7	12.7.	17.6.	24.6.	Spectator guide for Neste Oil Rally: Special stages with detailed maps, driver presentations and summary of the season.
8	23.8.	29.7.	5.8.	Everything about Neste Oil Rally: not just a race report but also radar measurements and what was seen and heard.
9	20.9.	26.8.	2.9.	Championship battles on the homestretch: discussion about the chances of various champion candidates.
10	25.10.	30.9.	7.10.	Formula E: electric street racing series.
11	13.12.	18.11.	25.11.	VM-Ranking: Finnish Top 10 for four-wheeled and two-wheeled vehicles by event.

Quality-conscious Boater

Readers of Vene like to sail, drive a motorboat or dream of having their own boat. Readers are interested not only in boating, but also in nature, the spirit of travelling on the water and dreams of seafaring. They are prepared to invest time and money in their hobby, sensibly and with an eye to quality. Good food and the bounty of the sea are important to them, either home-cooked or enjoyed in restaurants.

Technical information

INQUIRIES, RESERVATION
Leena Hyryläinen, Media Assistant, tel. +358 50 310 6792, leena.hyrylainen@otava.fi
SALES
Fredrik Ström, Sales Manager, tel. +358 40 575 2335, fredrik.strom@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi

INSERTS
Pekka Sälpäkivi tel. +358 10 618 5761, Forssa Print Oy, Helsingintie 22, 30300 Forssa, Finland
ISSUES
12 issues per year
SIZE
210 x 275 mm
PRINTING METHOD
Offset
BINDING
Adhesive binding
READERS
71 000

Prices

SIZE	PRICE	ISSUE 2
2/1	4 970	6 210
1/1	2 760	3 450
1/2	1 880	2 350
1/4	1 380	1 730
2. COVER	3 040	3 800
3. COVER	3 040	3 800
BACK COVER	3 040	3 800
1. SPREAD	5 470	6 830
2. SPREAD	5 470	6 830

Changes are possible.
You will find up to date information on
yriyksille.otavamedia.fi/en

Schedules and themes

ISSUE	PUBL. DATE	RESERV	MATERIAL	THEMES
1	2.1.	3.12.	10.12.	The big equipment issue: A presentation of new boat equipment and boating clothing.
2	6.2.	11.1.	18.1.	Vene 2018 Båt boat show special issue, which guides visitors to the right places at the fair.
3	6.3.	8.2.	15.2.	A big comparison of flexible solar panels. The most interesting boats at the Helsinki and Dusseldorf shows.
4	3.4.	8.3.	15.3.	A review of boat imports from abroad. Guide for private importers.
5	2.5.	2.4.	8.4.	The big travel boating issue: harbour presentations and tips for people looking for new destinations.
6	29.5.	3.5.	10.5.	A boater's travel tips for summer holiday, event highlights at boating destinations.
7	10.7.	12.6.	18.6.	A comparison of boat refrigerators. Boating food tips and shoreline restaurants. Where is the best pizza or burger?
8	14.8.	19.7.	26.7.	A review of boating as evenings get darker: how to see and stay on course without natural light. Helsinki Boat-Afloat Show 2019 previews.
9	4.9.	9.8.	16.8.	Autumn maintenance issue: how to maintain motors and sails for the winter period.
10	9.10.	13.9.	20.9.	Store your boat properly until spring: a big comparison of dehumidifiers. Boat cover options.
11	6.11.	11.10.	18.10.	Dream boats issue. Luxury and stylish equipment.
12	4.12.	8.11.	15.11.	Special boat travel issue. How carefully and when should you plan next season's trips? Where to travel by boat when the nearest sea is frozen.

Life Is Meant to Be Enjoyed

Viva is for Finnish senior citizens, and dares to discuss difficult matters frankly but in a warm-hearted way. Viva encourages its readers to enjoy life and their new freedom. Viva appreciates its experienced readers who are active people and can invest in their quality of life in many ways, also financially. The readers like travel and culture, read a lot, take good care of their health, cherish their human relations and take care of their loved ones.

Technical information

INQUIRIES, RESERVATION
Krista Pohjoisaho, Media Assistant, tel. +358 50 346 1574, krista.pohjoisaho@otava.fi
MATERIAL
ilmoitukset@otavamedia.fi
INSERTS
Pekka Sälpäkivi tel. +358 10 618 5761, Forssa Print Oy, Helsingintie 22, 30300 Forssa, Finland

ISSUES
12 issues per year
SIZE
230 x 297 mm
PRINTING METHOD
Offset
BINDING
Stapling
READERS
82 000

Prices

SIZE	PRICE
2/1	8 030
1/1	4 460
1/2	3 030
1/4	2 230
2. COVER	4 910
3. COVER	4 910
BACK COVER	4 910

Changes are possible.
You will find up to date information on
yriityksille.otavamedia.fi/en

Schedules and themes

ISSUE	PUBL. DATE	RESERV	MATERIAL	THEMES
1	3.1.	13.12.	18.12.	Are you getting enough protein? Additional heaters for the home.
2	31.1.	10.1.	15.1.	New ways to keep your teeth healthy. Start using devices that understand speech. Highlights from the Matka Nordic Travel Fair.
3	28.2.	7.2.	12.2.	How can a senior gain extra income? A career leap at 50. The best electric mopeds and electric wheelchairs.
4	4.4.	14.3.	19.3.	How to prepare for surgery. Tips for choosing an electric bicycle. Get a head start on summer in Greece.
5	2.5.	11.4.	16.4.	Harness your heart rate to improve fitness. Tips for using the tax credit for household expenses. A good trolley for seniors.
6	6.6.	16.5.	21.5.	How to recover from heartbreak. What's the best air source heat pump for me? The highlights of Koli.
7	4.7.	13.6.	18.6.	How to beat the heat. Tips for moving abroad. Travel tips in Kymenlaakso region for Housing Fair visitors.
8	1.8.	11.7.	16.7.	Treating pain with and without medication. How to deal with credit problems. Take a holiday in Albania.
9	5.9.	15.8.	20.8.	The best supplies for dealing with incontinence. The pros and cons of early retirement. Weekend holiday in Tallinn.
10	3.10.	12.9.	17.9.	Relief for menopause. How to minimise taxation when transferring property.
11	31.10.	10.10.	15.10.	What parts of men's health should be measured? Proper clothing for snowy weather.
12	5.12.	14.11.	19.11.	When is sleeplessness dangerous? Robot vacuum cleaners and other cleaning devices.

Service Ads

Prices for service ads include a package discount. VAT will be added to the prices. No media agency discount. Price lists are for complete materials delivered in digital format. We charge for ad production according to the complexity of the work.

Erä

SIZE	€ / PCS	6 PCS	12 PCS
90 x 25	115	586	1 104
90 x 50	195	994	1 872
90 x 75	305	1 555	2 928
90 x 100	390	1 989	3 744

Inquiries and reservations: Leena Hyryläinen,
Media Assistant, leena.hyrylainen@otava.fi,
tel. +358 50 310 6792

Kaksplus

SIZE	€ / PCS	4 PCS	8 PCS
50 x 50	180	612	1 224
50 x 102	295	1 003	2 006
102 x 50	295	1 003	2 006
102 x 100	680	2 312	4 624

Inquiries and reservations: Saarsalo Oy, Mikko Salmensuu,
mikko.salmensuu@saarsalo.fi, tel. +358 44 777 5112 and
Maria Ahoranta, maria.ahoranta@saarsalo.fi,
tel. +358 44 243 3519

Kippari

Professional Directory And Small Ads

SIZE	€ / PCS	6 PCS	12 PCS
90 x 25	85	433	816
90 x 50	125	637	1 200
90 x 75	185	943	1 776
90 x 100	230	1 173	2 208

Second-hand Boats and Motors

SIZE	€ / PCS	6 PCS	12 PCS
1/1 mv	750	3 825	7 200
1/2 mv	390	1 989	3 744

Inquiries and reservations: Leena Hyryläinen,
Media Assistant, leena.hyrylainen@otava.fi,
tel. +358 50 310 6792

Kotiliesi Käsitö

SIZE	€ / PCS	4 PCS	8 PCS
50 x 50	180	612	1 224
102 x 50	295	1 003	2 006
102 x 100	680	2 312	4 624

Inquiries and reservations: Saarsalo Oy, Mikko Salmensuu,
mikko.salmensuu@saarsalo.fi, tel. +358 44 777 5112 and
Maria Ahoranta, maria.ahoranta@saarsalo.fi,
tel. +358 44 243 3519

Maalla

SIZE	€ / PCS	5 PCS	11 PCS
50 x 50	180	765	1 683
102 x 50	295	1 253	2 758
102 x 100	680	2 890	6 358

Inquiries and reservations: Saarsalo Oy, Mikko Salmensuu,
mikko.salmensuu@saarsalo.fi, tel. +358 44 777 5112 and
Maria Ahoranta, maria.ahoranta@saarsalo.fi,
tel. +358 44 243 3519

Service Ads

Metsästys ja kalastus

SIZE	€ / PCS	6 PCS	12 PCS
90 x 25	115	586	1 104
90 x 50	195	994	1 872
90 x 75	305	1 555	2 928
90 x 100	390	1 989	3 744

Inquiries and reservations: Leena Hyryläinen,
Media Assistant, leena.hyrylainen@otava.fi,
tel. +358 50 310 6792

Vauhdin Maailma

SIZE	€ / PCS	6 PCS	11 PCS
4 x 200	200	1 020	1 760
45 x 50	100	510	880
95 x 100	200	1 020	1 760
95 x 50	150	765	1 320

Inquiries and reservations: Cupik-Media Oy, Tomi Silvonen,
cupik@cupik.fi, tel.+358 9 278 7711

Vene

Professional Directory and Small Ads

SIZE	€ / PCS	6 PCS	12 PCS
90 x 25	85	433	816
90 x 50	125	637	1 200
90 x 75	185	943	1 776
90 x 100	230	1 173	2 208

Second-hand Boats and Motors

SIZE	€ / PCS	6 PCS	12 PCS
1/1 mv	750	3 825	7 200
1/2 mv	390	1 989	3 744

Inquiries and reservations: Leena Hyryläinen,
Media Assistant, leena.hyrylainen@otava.fi,
tel. +358 50 310 6792

Tekniikan Maailma

SIZE	€ / PCS
41 x 50	230
41 x 75	335
41 x 100	390
41 x 150	555
41 x 200	715
85 x 25	230
85 x 50	390
85 x 75	555
85 x 100	715

Inquiries and reservations:
Cupik-Media Oy, Tomi
Silvonen, cupik@cupik.fi,
tel.+358 9 278 7711

TM Rakennusmaailma

SIZE	€ / PCS	€ / PCS ISSUE 6
41 x 50	155	245
41 x 75	205	325
41 x 100	240	395
41 x 150	385	630
41 x 200	465	755
85 x 25	155	245
85 x 50	240	395
85 x 75	385	630
85 x 100	465	755

Inquiries and reservations: Cupik-Media Oy,
Tomi Silvonen, cupik@cupik.fi,
tel.+358 9 278 7711

Ad sizes

MEDIA/SIZE	2/1	1/1	1/2 VERTICAL	1/2 HORIZONTAL	1/4 VERTICAL	1/4 HORIZONTAL	1/4 SQUARE
Alibi	434 x 280	217 x 280	106 x 280	217 x 138	55 x 280	217 x 68	106 x 138
Anna	460 x 297	230 x 297	111 x 297	230 x 146	61 x 297	230 x 70	111 x 146
Deko	460 x 297	230 x 297	111 x 297	230 x 146	61 x 297	230 x 70	111 x 146
Erä	420 x 275	210 x 275	102 x 275	210 x 135	49 x 275	210 x 66	102 x 135
Golflehti	434 x 280	217 x 280	106 x 280	217 x 138	42 x 250	195 x 57	95 x 125
Hymy	434 x 297	217 x 297	106 x 297	217 x 146	58 x 297	217 x 70	106 x 146
Kaksplus	460 x 297	230 x 297	111 x 297	230 x 146	61 x 297	230 x 70	111 x 146
Kanava	376 x 248	188 x 248	94 x 248	188 x 124			
Kippari	420 x 275	210 x 275	102 x 275	210 x 135	49 x 275	210 x 66	102 x 135
Kotiliesi	460 x 297	230 x 297	111 x 297	230 x 146	61 x 297	230 x 70	111 x 146
Kotiliesi Käsityö	460 x 297	230 x 297	111 x 297	230 x 146	61 x 297	230 x 70	111 x 146
Kotilääkäri	460 x 297	230 x 297	111 x 297	230 x 146	61 x 297	230 x 70	111 x 146
Koululainen	434 x 280	217 x 280	106 x 280	217 x 138	55 x 280	217 x 68	106 x 138
Maalla	460 x 297	230 x 297	111 x 297	230 x 146	61 x 297	230 x 70	111 x 146
Metsästys ja Kalastus	420 x 275	210 x 275	102 x 275	210 x 135	49 x 275	210 x 66	102 x 135
Parnasso	376 x 248	188 x 248	94 x 248	188 x 124			
Seura	420 x 280	210 x 280	102 x 280	210 x 136	52 x 280	210 x 68	102 x 138
Seura SuperRistikot		210 x 270					
Suomen Kuvalehti	420 x 280	210 x 280	102 x 280	210 x 136	52 x 280	210 x 68	102 x 138
Tekniikan Maailma	420 x 275	210 x 275	102 x 275	210 x 135	49 x 275	210 x 66	102 x 135
TerveysHymy	434 x 280	217 x 280	106 x 280	217 x 138	55 x 280	217 x 68	106 x 138
TM Rakennusmaailma	420 x 275	210 x 275	102 x 275	210 x 135	49 x 275	210 x 66	102 x 135
TV-maailma		208 x 270					
Vauhdin Maailma	420 x 292	210 x 292	102 x 292	210 x 143	49 x 292	70 x 210	102 x 143
Vene	420 x 275	210 x 275	102 x 275	210 x 135	49 x 275	210 x 66	102 x 135
Viva	460 x 297	230 x 297	111 x 297	230 x 146	61 x 297	230 x 70	111 x 146

Print sizes are clean cut sizes to which 5 mm of cutting wastage must be added. Text and other essential elements (frame, logo, image, etc.) may not be placed any closer than 5 mm to the cutting line on the side.

Ads without margins: the ad continues to the side of the page. Elements (images and background) must extend 5 mm over the page edge (cutting wastage). In the materials, frames may not be placed on the page cutting. Don't place text, logos and other such elements any closer than 5 mm from the cut edge of the page.

Insert Prices

Price € / 1 000 pcs

WEIGHT	PRICE € /1000 PCS
max. 5 g	87
6 - 10 g	101
11 - 20 g	118
21 - 30 g	140
31 - 40 g	162
41 - 50 g	183
51 - 60 g	216
61 - 70 g	235
71 - 80 g	260
81 - 90 g	288
91 - 100 g	320

If the size of the insert edition changes, we will not reimburse the costs of extra inserts. Extra inserts will be destroyed after binding, unless otherwise agreed. Inserts are only subject to possible discounts for ad and media agencies or direct customers.

- The minimum invoiced price is EUR 1,800.
- For regionally distributed or part-edition inserts, an additional charge of 20% is added.
- Inserts heavier than 100 g and product samples are subject to separate negotiation.
- VAT of 24% will be added to all prices.

Insert packing guidelines and delivery times

The following must be clearly indicated when delivering material:

- Advertiser
- The magazine and issue
- Number of inserts
- Name of the contact person receiving the delivery

Stapled inserts:

- As break bulk on platforms with parallel-positioned folds or as big folds as possible
- A sheet of cardboard/paper between layers is recommended.

Tip-in/glued inserts:

- As break bulk on platforms or packed in cardboard
- Parallel-positioned folds or as big folds as possible.

Glued sample bags/inserts:

- Packed in cardboard, in layers, parallel positioning
- A sheet of cardboard/paper between layers.

Note!

Time of delivery is 10 work days before the magazine issue's release.

Insert sizes for stapled magazines

Stapled insert

	SIZE	MINIMUM	MAXIMUM	TOP CUTTING WASTAGE	BOTTOM CUTTING WASTAGE	SIDE CUTTING WASTAGE	GRIPPER MARGIN
Alibi	217 x 280	105 x 148	217 x 280	15	15	5	5
Anna	230 x 297	115 x 160	230 x 297	5	10	5	10
Erä	210 x 275	105 x 148	210 x 275	15	5 - 25	5	8
Hymy	217 x 297	105 x 148	217 x 297	5	5	5	5
Kaksplus	230 x 297	140 x 140	230 x 297	3	10	5	10
Kippari	210 x 275	105 x 148	210 x 275	15	5 - 25	5	8
Kotiliesi Käsityö	230 x 297	140 x 140	230 x 297	3	10	5	10
Kotilääkäri	230 x 297	140 x 140	230 x 297	3	10	5	10
Koululainen	217 x 280	140 x 140	217 x 280	15	15	5	10
Maalla	230 x 297	140 x 140	230 x 297	3	10	5	10
Metsästys ja Kalastus	210 x 275	105 x 148	210 x 275	15	5 - 25	5	8
Seura	210 x 280	105 x 148	210 x 280	15	15	5	5
Seura SuperRistikot	210 x 270	140 x 140	210 x 270	15	23	5	10
Suomen Kuvalehti	210 x 280	105 x 148	210 x 280	15	15	5	5
Tekniikan Maailma	210 x 275	105 x 148	210 x 275	15	5 - 25	5	8
TM Rakennusmaailma	210 x 275	105 x 148	210 x 275	15	5 - 25	5	8
TV-maailma	208 x 270	105 x 148	208 x 270	20	15	5	5
Vauhdin Maailma	210 x 292	105 x 148	210 x 292	5	5 - 18	5	8
Viva	230 x 297	105 x 148	230 x 297	5	5 - 13	5	8

Tip-in

Glue drop

	MINIMUM	MAXIMUM	MINIMUM	MAXIMUM
Alibi	105 x 148	197 x 260	60 x 80	177 x 240
Anna	105 x 148	210 x 277	60 x 80	210 x 230
Erä	105 x 148	190 x 255	60 x 80	170 x 200
Hymy	105 x 148	207 x 287	60 x 80	177 x 240
Kaksplus	100 x 150	210 x 277	40 x 60	200 x 250
Kippari	105 x 148	190 x 255	60 x 80	170 x 200
Kotiliesi Käsityö	100 x 150	210 x 277	40 x 60	200 x 250
Kotilääkäri	100 x 150	210 x 277	40 x 60	200 x 250
Koululainen	100 x 150	197 x 260	40 x 60	200 x 250
Maalla	100 x 150	210 x 277	40 x 60	200 x 250
Metsästys ja Kalastus	105 x 148	190 x 255	60 x 80	170 x 200
Seura	105 x 148	200 x 270	60 x 80	177 x 240
Seura SuperRistikot	100 x 150	190 x 252	40 x 60	200 x 250
Suomen Kuvalehti	105 x 148	200 x 270	60 x 80	177 x 240
Tekniikan Maailma	105 x 148	190 x 255	60 x 80	170 x 200
TM Rakennusmaailma	105 x 148	190 x 255	60 x 80	170 x 200
TV-maailma	105 x 148	188 x 250	60 x 80	177 x 240
Vauhdin Maailma	105 x 148	190 x 272	60 x 80	170 x 200
Viva	105 x 148	210 x 277	60 x 80	190 x 200

MEDIA	PRINTER
Alibi	UPC Print, Vaasa
Anna	PunaMusta, Joensuu
Erä	Forssa Print, Forssa
Hymy	UPC Print, Vaasa
Kaksplus	Printall, Tallinn
Kippari	Forssa Print, Forssa
Kotiliesi Käsityö	Printall, Tallinn
Kotilääkäri	Printall, Tallinn
Koululainen	Printall, Tallinn
Maalla	Printall, Tallinn
Metsästys ja Kalastus	Forssa Print, Forssa
Seura	UPC Print, Vaasa
Seura SuperRistikot	Printall, Tallinn
Suomen Kuvalehti	UPC Print, Vaasa
Tekniikan Maailma	Forssa Print, Forssa
TM Rakennusmaailma	Forssa Print, Forssa
TV-maailma	UPC Print, Vaasa
Vauhdin Maailma	Forssa Print, Forssa
Viva	Forssa Print, Forssa

Insert sizes for adhesive-bound magazines

Adhesive-bound insert

	SIZE	MINIMUM	MAXIMUM	TOP CUTTING WASTAGE	BOTTOM CUTTING WASTAGE	SIDE CUTTING WASTAGE	PROCESS WASTAGE
Anna 8, 20, 33-34, 42, 47	230 x 297	115 x 160	230 x 297	5	10	5	3
Deko	230 x 297	115 x 160	230 x 297	5	10	5	3
Golflehti	217 x 280	115 x 160	217 x 280	15	10	5	3
Kanava	188 x 248	140 x 148	188 x 248	5	5	5	3
Kippari 2	210 x 275	140 x 148	210 x 275	15	5 – 25	5	3
Kotiliesi	230 x 297	140 x 148	230 x 297	5	5 – 13	5	3
Parnasso	188 x 248	140 x 148	188 x 248	5	5	5	3
TM Rakennusmaailma 6	210 x 275	140 x 148	210 x 275	15	5 – 25	5	3
Vene	210 x 275	140 x 148	210 x 275	15	5 – 25	5	3

Tip-in

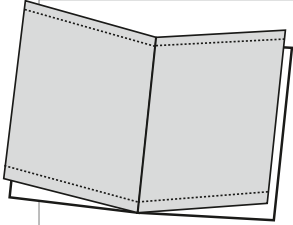
Glue drop

	MINIMUM	MAXIMUM	MINIMUM	MAXIMUM
Anna 8, 20, 33-34, 42, 47	105 x 148	210 x 277	60 x 80	170 x 257
Deko	105 x 148	210 x 277	60 x 80	170 x 257
Golflehti	105 x 148	197 x 260	60 x 80	170 x 240
Kanava	105 x 148	168 x 228	60 x 80	148 x 200
Kippari 2	105 x 148	190 x 255	60 x 80	177 x 200
Kotiliesi	105 x 148	210 x 277	60 x 80	190 x 200
Parnasso	105 x 148	168 x 228	60 x 80	148 x 200
TM Rakennusmaailma 6	105 x 148	190 x 255	60 x 80	177 x 200
Vene	105 x 148	190 x 255	60 x 80	177 x 200

MEDIA	PRINTER
Anna 8, 20, 33-34, 42, 47	PunaMusta, Joensuu
Deko	PunaMusta, Joensuu
Golflehti	PunaMusta, Joensuu
Kanava	Forssaprint, Forssa
Kippari 2	Forssaprint, Forssa
Kotiliesi	Forssaprint, Forssa
Parnasso	Forssaprint, Forssa
TM Rakennusmaailma 6	Forssaprint, Forssa
Vene	Forssaprint, Forssa

Various inserts

- An insert activates the reader to act; it gets high attention value and can be targeted locally.
- When you are planning to use an insert, contact the magazine's media service.
- The printing houses' contact people help with questions related to the editing of inserts.

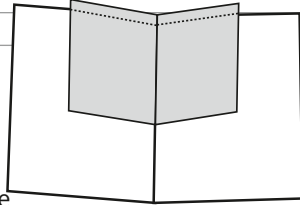


Stapled inserts

A stapled insert can be placed in the centre-fold or between sheets at the top edge of the product. The insert can have 4 pages or more and its format can, at the maximum, be of the same size as the magazine.

Inserts the size of the product

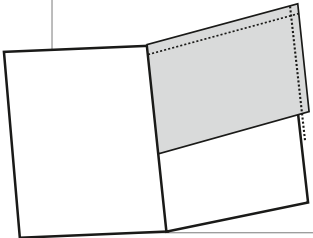
The insert cannot be bigger than the magazine. If the insert has folding edges, the cover element with edges must be at least 10 mm narrower than the product. The folding insert edge must not be closer than 10 mm from the insert's back fold. If the folding edge is 105 mm wide or narrower, it is attached using a drop of glue.



Inserts smaller than the product

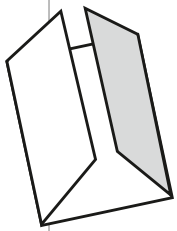
Inserts that are narrower than the product must have clean-cut sides. If the insert is both narrower and shorter than the product, the cutting

wastage is on the upper side. If the insert has folding edges, the cover element with edges must be at least 10 mm narrower than the product. The folding insert edge must not be closer than 12 mm from the insert's back fold. If the folding edge is 105 mm wide or narrower, it is attached using a drop of glue.



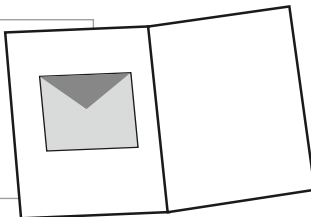
Gatefold cover

A gate-fold cover is a magazine front cover that opens in the middle. The advertiser's message is under the opening cover, including the edges that open to the side. The edges must overlap by at least 10 mm. Ask your contact person for more detailed printer-specific instructions.



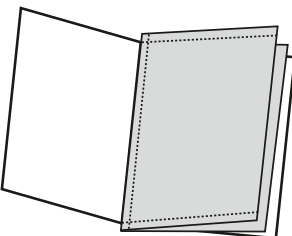
Tip-in insert

A tip-in insert can be a loose card, envelope/ bag or a brochure (2-48 pages) placed inside the magazine.



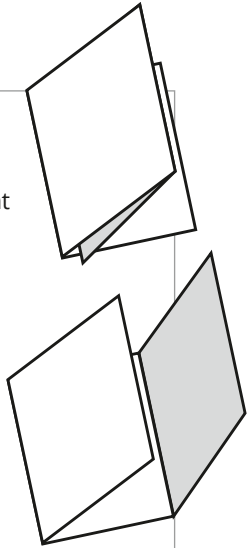
Inserts for adhesive-bound magazines

A spine-glued insert can be an advertisement with two or more pages. Perforating for detaching is also possible. Spot-glued and tip-in inserts can also be used.



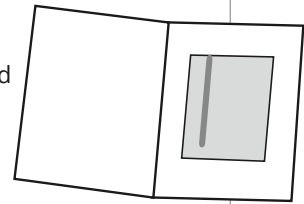
6-page cover insert

The additional page of the cover insert can be folded inside the front or back cover. The cover width of most Otavamedia's publications is 230 mm or 217 mm. The back or front cover is as wide as the magazine, depending on the location of the additional page. When the additional page is on the inside of the front or back cover, the cover width is 5 mm narrower than the cover page. On the inside of the front or back cover, the width of the additional page is 10 mm narrower than the cover page. Sizes for adhesive-bound magazines are given separately.



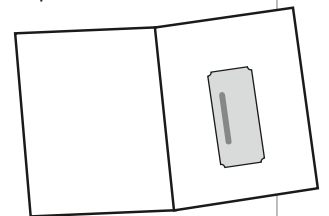
Glue drop insert

A glue drop insert is attached inside the magazine with adhesive. The insert can be a card, envelope, an advertisement with several pages, or a product sample bag. The insert must be flexible and its maximum weight is 25 g. The adhesive is always spread in the same direction as the stapling. If the insert has a back fold, it will primarily be placed in the same direction as the bottom edge of the magazine.



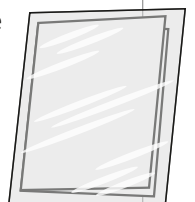
Product sample inserts

A product sample can be attached inside a magazine with a glue drop or attached to a foil-wrapped magazine. Discuss foiling schedules as well as authority regulations related to product samples with our media services.



Foiling

Foil-wrapped magazines can include product samples, catalogues, targeted direct marketing campaigns or even all of these. The foiling schedule must always be agreed on separately with our media services.



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