



## WILDERNESS ENTHUSIAST WHO VALUES NATURE AND QUALITY

Erä is Finland's largest magazine for anglers and those who enjoy being in nature. The reader of Erä is ready to go through the effort to gain experiences. With decent equipment, you can get the most out of the wilderness, and Erä's tests and comparisons help the reader in choosing fishing, hunting, and camping equipment. Among the readers are both long-distance Lapland hikers and those who visit the local nature for a short time or walk in the national parks of Southern Finland. Readers are united by an active, often passionate, relationship with nature. Finland's largest network of recreational anglers is looking for tips on new fishing methods, equipment, or how to get the best culinary delights from the fish they catch. For the hunter, Erä offers help to start and deepen the hobby.

Erä appears 12 times per year. [Eralehti.fi](http://Eralehti.fi) expands its online reader service with, for example, current news and online blogs.

## PRICES

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

## TECHNICAL INFORMATION

### ENQUIRIES, RESERVATIONS

[yrityspalvelu@otavamedia.fi](mailto:yrityspalvelu@otavamedia.fi)  
tel. +358 50 346 1574

### MATERIALS

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

### SUBMISSION OF ATTACHMENTS

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

### NUMBER OF ISSUES

12 issues per year

### SIZE OF THE MAGAZINE

210 x 275

### PRINTING METHOD

Offset

### BINDING

Saddle stitching

### NUMBER OF READERS

157 000

Please ask for more information about measuring campaigns and solutions.

## TIMETABLE 2023

ISSUE	PUBL. DATE	RESERV	MATERIALS	SPECIAL THEME
1	11.1.	12.12.2022	19.12.2022.	Winter fishing and ice-fishing equipment.
2	8.2	11.1	18.1	Big and small fish: The intake of the Kala22 competition.
3	8.3	15.2	22.2	On the spring ice and snowdrifts. Late winter is the peak season for ice skaters and winter hikers.
4	12.4	13.3	20.3	Wilderness boats and equipment. News and reviews.
5	10.5	11.4	18.4	For open water and spring trips. The open water fishing season begins, tips for the water.
6	7.6	9.5	16.5	Nature-Erä, an issue focusing on nature topics.
7	12.7	13.6	20.6	Holiday fishing and local hiking.
8	16.8	19.7	26.7	Hiking and trekking - equipment and destinations.
9	13.9	16.8	23.8	Hunting and guns - the harvest of the wilderness enthusiast.
10	11.10	13.9	20.9	Wilderness electronics and wilderness tourism.
11	8.11	11.10	18.10	Wilderness food and wilderness traditions.
12	13.12	14.11	21.11	The season's trials and comparisons. An overview of the season's interesting lures and other equipment.

Updated on this page: