

anna

FINLAND'S MOST ICONIC WOMEN'S MEDIA

The renewed Anna meets its readers' wishes to stay up to date on topics of interest to women. Anna women crave tips on well-being, fashion, beauty, culture, travel, and finance. Anna's thorough articles provide food for thought and delve into serious topics, but the perspective is always positive and hopeful. The women's magazine brand, valued and loved by readers, offers numerous opportunities to reach the desired target group: the print publication, which appears 48 times a year, the active **website** with its theme sections, and numerous social media channels. Search engine and social media optimized articles attract hundreds of thousands of readers at best.

Readers belong to the Anna club, which brings monthly changing benefits such as movie screenings and book evenings. Every month, members receive a digital book of the month and can read Viva magazine with their credentials. Commercial partners can offer benefits to Anna club members, ask more from Media Sales!



Keidas is a completely new lifestyle media focused on beauty, fashion, and wellness.

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TECHNICAL INFORMATION

ENQUIRIES, RESERVATIONS

yrityspalvelu@otavamedia.fi

MATERIALS

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

SUBMISSION OF ATTACHMENTS

Miika Hiltunen, tel. +358 50 305 0649,
PunaMusta Tampere, Kaapelikatu 1,
33330 Tampere

NUMBER OF ISSUES

48 issues per year, 4 double issues

SIZE OF THE MAGAZINE

230 x 297

PRINTING METHOD

Offset

BINDING

Saddle stitching

NUMBER OF READERS

129 000

PRICES

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

We reserve the right to make changes.

Please ask for more information about measuring campaigns and solutions.

Katja Sampo
Research Manager
+358 40 765 3335
katja.sampo@otava.fi

TIMETABLE 2025

ISSUE	PUBL. DATE	RESERV	MATERIALS	SPECIAL THEME
1	2.1.	10.12.2024	13.12.2024	Lighter Meals in the Kitchen: Eye cream reviews. Integrating weight management into daily life.
2	9.1.	13.12.2024	18.12.2024	Gentle Exercise and the Importance of Recovery. Targeted products for winter skin.
3	16.1.	23.12.2024	31.12.2024	Hair Theme: Hairstyles, cuts, colors, and the best styling products. Tips to quit smoking.
4	23.1.	3.1.	9.1.	Dream Travel Destinations. Inspiration for workwear. Health theme: Gut wellness.
5	30.1.	13.1.	16.1.	Book Theme: Recommendations from book lovers. Best in pharmacy cosmetics. Relief for a stuffy nose.
6	6.2.	20.1.	23.1.	Home Décor Edition: Refresh your living room. Lovely lingerie for every occasion. Relief for menopause symptoms.
7	13.2.	27.1.	30.1.	Get Your Finances in Shape - Special. Setting your finances in order. Health theme: Asthma treatment.
8	20.2.	3.2.	6.2.	The Big Spring Fashion Issue. Spring forward with fresh patterns and accessories. New mascara reviews.
9	27.2.	10.2.	13.2.	Baking Special: Savory and sweet treats. Gentle body care. Unspoken intimate issues.
10	6.3.	17.2.	20.2.	Spring Jacket Contest: Vote for your favorite. Let's take care of oral health.

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11	13.3.	24.2.	27.2.	Best Finds in Drugstore Cosmetics. Health theme: Back care.
12	20.3.	3.3.	6.3.	Decorating with Greenery. Day creams with SPF reviews.
13	27.3.	10.3.	13.3.	Working Remotely Abroad? Work & finance theme. Hormonal balance restoration.
14	3.4.	17.3.	20.3.	Discover Your Best Self Issue: Fashion & beauty. Wellness from restorative exercise.
15	10.4.	24.3.	27.3.	Easter Celebration Table and Wine Pairing Tips. Is your insurance up to date? Bone health.
16–17	16.4.	28.3.	2.4.	Easter Double Issue. Fashion theme: Lingerie and nightwear.
18	30.4.	9.4.	14.4.	Charming Beauty Issue. New fragrances, trends & foot care for summer.
19	8.5.	16.4.	23.4.	Patio and Balcony Makeover: Summer-ready with easy and affordable tips. Joint health.
20	15.5.	25.4.	30.4.	Inspiring Summer Fashion Issue. Vote for the most beautiful summer dress. Beauty theme: Sunscreens.
21	22.5.	5.5.	8.5.	Graduation Celebration Table: Savory and sweet delights. Beauty mask reviews.
22	28.5.	9.5.	14.5.	Swimsuits for Every Taste and Shape. The best spa vacations. Exfoliator reviews.
23	5.6.	16.5.	21.5.	Let's Go on a Trip. Baltic Sea nature and cultural destinations.
24	12.6.	23.5.	28.5.	Enjoy Outdoor Dining. Decorating the summer kitchen. Top book picks for summer.
25–26	18.6.	30.5.	4.6.	Midsummer Double Issue: New ideas for grilling & drink recommendations. Second round - Love special. Sexual health.
27	3.7.	13.6.	18.6.	Time for Berry Pastries. Maintain your hydration balance.
28	10.7.	23.6.	26.6.	Pampering in the Sauna. Easy and affordable cottage cosmetics.
29	17.7.	30.6.	3.7.	Treatment for Intimate Issues: Restore mucosal health.
30	24.7.	7.7.	10.7.	Dry Shampoo Reviews. How to reduce bloating.
31	31.7.	14.7.	17.7.	Pamper Your Hair After Summer: Best shampoo and care products.
32	7.8.	21.7.	24.7.	Back to Daily Life: Workwear & skincare updates. Health theme: Good and bad stress.
33–34	14.8.	28.7.	31.7.	Fashion and Style Double Issue: Everything about fall fashion. Vote for the best fall jacket - contest.
35	28.8.	11.8.	14.8.	City Breaks. Gut wellness while traveling.
36	4.9.	18.8.	21.8.	Autumn Harvest Food Theme. Cultural experiences & book recommendations. Choose stylish eyeglass frames.
37	11.9.	25.8.	28.8.	Big Autumn Interior Special. Tips and trends from Habitare.
38	18.9.	1.9.	4.9.	Current Hair Trends. Scalp care.
39	25.9.	8.9.	11.9.	Finance Theme: Could I become a fund saver? How to ease and prevent the flu.
40	2.10.	15.9.	18.9.	Time for Roosa nauha: Latest information on breast cancer treatment. The power of personal stories.
41	9.10.	22.9.	25.9.	Need a Mini-Break? Local Travel Experiences. Handy travel cosmetics.
42	16.10.	29.9.	2.10.	Kitchen Special: Tools and décor ideas for a functional home. Beauty theme: Night creams.
43	23.10.	6.10.	9.10.	All About Good Sleep: Expert tips and tools. Is dream interpretation useful? Hand cream reviews.
44	30.10.	13.10.	16.10.	Time for Pampering. Natural cosmetics and gentle exercise ideas.
45	6.11.	20.10.	23.10.	Finland at Its Finest: Fashion & design from Finland. Health theme: Cholesterol.
46	13.11.	27.10.	30.10.	Charming New Fragrances. Health theme: Resilience.
47	20.11.	3.11.	6.11.	Best Party Dishes for the Holiday Season. Fashion theme: Party attire.
48	27.11.	10.11.	13.11.	Anna's Expert Panel Picks: The best beauty products of the year.
49	4.12.	17.11.	20.11.	Christmas Baking Special & Book Recommendations for Gift Giving.
50	11.12.	24.11.	27.11.	Christmas Food Extra with Wine Pairings. The most Beautiful table-setting ideas for the holiday table.
51–52	18.12.	1.12.	4.12.	Cozy Christmas Double Issue & Look to the Future: Predicting the trends of 2026. New Year's party drinks.

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