



THE BEST INFORMATION FOR THE WILDERNESS ENTHUSIAST

Erä is Finland's largest magazine for fishermen and those who enjoy being outdoors. Erä's reader is ready to make an effort to gain experiences. With proper equipment, you get the most out of outdoor hobbies, and Erä's tests and comparisons help the reader choose fishing, hunting, and hiking equipment. Among the readers are both experienced and novice recreational fishermen, long-distance hikers in Lapland, and those who take short trips to nearby nature and walk in the national parks of Southern Finland. Readers share an active, often passionate relationship with nature. Recreational fishermen look for tips on new fishing methods, equipment, and how to get the best culinary enjoyment from fish taken for food in Erä's stories. For hunters, Erä offers help in both starting and deepening the hobby.

Erä is published 12 times a year. **Erälehti.fi** expands the service for readers online, for example, with current news, a digital magazine, and a facsimile archive over 20 years old.

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

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NUMBER OF ISSUES

12 issues per year

SIZE OF THE MAGAZINE

210 x 275

PRINTING METHOD

Offset

BINDING

Saddle stitching

NUMBER OF READERS

144 000

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

We reserve the right to make changes.

Please ask for more information about measuring campaigns and solutions.

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TIMETABLE 2025

ISSUE	PUBL. DATE	RESERV	MATERIALS	SPECIAL THEME
1	15.1.	16.12.2024	19.12.2024	Ice Fishing and Winter Fishing. Includes a guide to selecting ice fishing lines, among other things.
2	12.2.	21.1.	24.1.	Large and Small Fishes. A compilation of the Erä's Kala24 competition. Comparison of snowshoes.
3	12.3.	18.2.	21.2.	To The Spring Ice and Snow. We go perch ice fishing and compare battery-powered augers.
4	16.4.	25.3.	28.3.	Fishing Boats and Equipment. Highlights for anglers from the Boat Show. Comparison of baitcasting reels for spin fishing.
5	14.5.	22.4.	25.4.	Open Water and Spring Excursions. Information on navigation and water bottles for hikers.
6	11.6.	20.5.	23.5.	Nature. In addition to nature topics, comparison of travel gears for hikers.
7	16.7.	24.6.	27.6.	Vacation Fishing and Local Excursions. Trap fishing and urban fishing. Comparison of pole berry pickers.
8	20.8.	29.7.	1.8.	Hiking and Trekking. Equipment and destinations. Repairing tents. Comparison of lightweight backpacking stoves.
9	17.9.	26.8.	29.8.	Hunting and Firearms. The harvest season for outdoor enthusiasts. Comparison of hunting gear.
10	15.10.	23.9.	26.9.	Outdoor Electronics and Wilderness tourism. Featuring firearm electronics. Sea fishing in Norway. Comparison of hiking socks.
11	19.11.	28.10.	31.10.	Outdoor Food and Traditions. History of trekking and food-related articles for outdoor enthusiasts.
12	10.12.	18.11.	21.11.	Tested and Compared During the Season. The 2025 lure selections from the Erä magazine for various fish species and fishing styles.

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