

Kotiliesi

AN EXPERT IN GOOD EVERYDAY LIFE

Kotiliesi builds a better everyday life with you. The brand covers over 7,000 tested recipes and ideas for celebrations. Kotiliesi is a proven useful home expert who encourages you to enjoy decorating, housekeeping, crafts, culture, and gardening, but also your own and your loved ones' well-being.

Kotiliesi is Finland's oldest, 103-year-old women's magazine brand that reaches different generations in print, online, and social media channels. Kotiliesi's award-winning Toukola short video service inspires especially the younger target group on TikTok, Instagram, and online.

Kotiliesi is one of Finland's largest magazines online, and its articles reach up to 8 million page views per month. Kotiliesi's subscriber is automatically a member of the Kotiliesi club, which offers a digital book of the month and various changing events such as movie nights and author meetings. Club members can also read the facsimile editions of Deko, Maalla magazine, and Kotiliesi Käsityö for free. Commercial partners can offer benefits to Kotiliesi club members, ask more from Media Sales!

Toukola & Kotiliesi

The award-winning lifestyle media Toukola offers inspiring content on cooking, interior design, gardening, DIY projects, and crafts in the form of short videos.

DISCOVER TOUKOLA >>

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

Sari Vaittinen, tel. +358 50 577 0804,
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(PL 99) 80140 Joensuu

NUMBER OF ISSUES

25 issues per year

SIZE OF THE MAGAZINE

230 x 297

PRINTING METHOD

Adhesive binding

BINDING

Adhesive binding

NUMBER OF READERS

195 000

PRICES

| SIZE | PRICE € |
|------------|---------|
| 2/1 | 11 480 |
| 1/1 | 6 380 |
| 1/2 | 4 340 |
| 1/4 | 3 190 |
| 2. COVER | 7 010 |
| BACK COVER | 7 010 |
| 1. SPREAD | 12 640 |
| 2. SPREAD | 12 640 |

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 | 2.1. | 3.12.2024 | 9.12.2024 | Expert Tips For a Healthier Lifestyle: Lower your cholesterol and sugar levels. Food theme: Steaming. Skincare for sensitive skin. Bring joy with houseplants. |
| 2 | 15.1. | 16.12.2024 | 19.12.2024 | Gourmet Game Dishes. Craft focus: Colorful mittens. Solutions for dry eyes. |
| 3 | 29.1. | 3.1. | 9.1. | Storage Solutions From the Experts. Baking feature: Sourdough. Health focus: Restore and maintain mucous membranes. |
| 4 | 12.2. | 18.1. | 23.1. | Memory Special: New hope for dementia patients and their families. Grow your own kitchen garden. Indulge in a sushi buffet. |
| 5 | 26.2. | 3.2. | 6.2. | Time To Bake Buns. Craft theme: Stylish spring beanies. How to soothe an irritable stomach. |
| 6 | 12.3. | 17.2. | 20.2. | Blooming spring garden dreams: The best salad recipes & plant varieties. Allergy relief. |

Updated on this page:

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|-------|-----------|--------|-----------|---|
| 7 | 26.3. | 3.3. | 6.3. | Let's Bake Maringue. Tips for dust-free home care. Health focus: Joint care and wellbeing. |
| 8 | 9.4. | 17.3. | 20.3. | Easter's Finest Recipes and Treats. Let's knit colorful wool socks. Prevent hair loss with the best hair care products. |
| 9 | 23.4. | 27.3. | 1.4. | Family Heritage Special: Get started with genealogy. Creative inspiration from the garden: Branches in stunning floral arrangements. |
| 10 | 7.5. | 9.4. | 14.4. | Savoury Pies For Spring Celebrations. Master the art of organizing your entryway. Body care. |
| 11 | 21.5. | 25.4. | 30.4. | Ultimate Cake School: Discover the most delightful recipes. The top graduation gift ideas. |
| 12 | 4.6. | 9.5. | 14.5. | Midsummer's Best BBQ Meats & Delicious Sauces. Exploring Northern nature. Foot care tips. |
| 13 | 18.6. | 23.5. | 28.5. | Lovely Summer Cottage Life: Cottage care and maintenance. Pancake feasts and other summer treats. |
| 14 | 2.7. | 6.6. | 11.6. | It's Time For Blueberry Treats! Care and storage tips for your wardrobe. Sauna wellness tips for mind and body. |
| 15 | 16.7. | 23.6. | 26.6. | Power From Community: The secrets to thriving neighborliness. Classic fish dishes with a modern twist. Grow your own herbs on the balcony. |
| 16 | 30.7. | 7.7. | 10.7. | Time for a lifestyle transformation? Get started with our expert advice. Preserve the bounty of your garden harvest. |
| 17 | 13.8. | 21.7. | 24.7. | Nature Theme: Experiences from nature. Seasonal highlights from the mushroom harvest. Prevent household pests. |
| 18 | 27.8. | 4.8. | 7.8. | The big interior design issue: Inspiring homes and newest trends. The best Airfryer recipes. |
| 19 | 10.9. | 18.8. | 21.8. | Financial savvy: Smart saving and money-stretching special. Ready in fifteen minutes: Delicious pasta dishes. Dried flowers in decor. |
| 20 | 24.9. | 1.9. | 4.9. | Improve Your Sleep Cycle. Create a more functional kitchen space. Retro recipes from grandma's kitchen. How to choose the perfect glasses and frames. |
| 21 | 15.10. | 22.9. | 25.9. | Christmas in Toukola – Special edition: Bake, cook, and craft a perfect Christmas. |
| 22 | 29.10. | 6.10. | 9.10. | Women's health – Special edition: Boost your energy for daily life. Intimate care and health. Fun Halloween treats. Beautiful fall wreaths. |
| 23 | 12.11. | 20.10. | 23.10. | Lovely Italy. A culinary journey through classic dishes. Health Theme: Good and bad stress. |
| 24 | 26.11. | 3.11. | 6.11. | The most irresistible Christmas pastries. Cleaning your stove and trays. Health Theme: Blood pressure. |
| 25 | 10.12. | 17.11. | 20.11. | The ultimate Christmas feast & drink guide. Quick and easy knitting for the holiday season. Effective skincare ingredients review. |