

SEURA

FINNISH AT HEART

Seura touches, entertains, and guides every week with an interesting and diverse reading package. Seura defends the ordinary person and their finances. Seura tells the life stories of ordinary Finns and addresses social injustices. In Seura, one will also meet celebrities and royalty.

Rich health content, nature, food, and travel stories, a puzzle and task package, and the always included separate television programme guide TV-maailma are an important part of Seura's content and distinctiveness. The subscription to Seura also includes a digital magazine and a comprehensive magazine archive. Seura offers a variety of reading on its pages weekly and on **Seura.fi** daily. Seura's reader enjoys their magazine for a long time and has a positive attitude towards commercial messages. Seura is published 49 times a year, including 6 thicker Lukupaketti magazines and 3 double issues.

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

Pia Mäkelä, tel. + 358 40 5793005, PunaMusta Tampere, Kaapelikatu 1, 33330 Tampere

NUMBER OF ISSUES

49 issues per year, 3 double issues

SIZE OF THE MAGAZINE

210 x 280

PRINTING METHOD

Offset

BINDING

Saddle stitching

NUMBER OF READERS

178 000

PRICES

SIZE	PRICE €
2/1	11 790
1/1	6 550
1/2	4 460
1/4	3 280
BACK COVER	7 210
2. COVER	7 210

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	Teresa's Food: Prepare classic home-cooked dishes in a lighter way. New tools for weight management.
2	9.1.	13.12.2024	18.12.2024	Health Theme: Muscle fitness and its enhancement.
3	16.1.	23.12.2024	31.12.2024	Health and Wellness: Current health topic.
4	23.1.	3.1.	9.1.	How to Treat Back Pain.
5	30.1.	13.1.	16.1.	How to Stay Healthy and Energetic: Also discussing nutrition and dietary supplements.
6	6.2.	20.1.	23.1.	Teresa's Food: Easy air fryer recipes. Hit recipes for beginners. Health and wellness, current health topic.
7	13.2.	27.1.	30.1.	Health Theme: Winter skin problems.
8	20.2.	3.2.	6.2.	Reading package on genealogy. Health Theme: well-being for the brain.
9	27.2.	10.2.	13.2.	Help for Exhaustion and Fatigue: Also discussing diet and dietary supplements.
10	6.3.	17.2.	20.2.	Teresa's Food: Spring soups made easily and affordably. Treatment for a stuffy nose.
11	13.3.	24.2.	27.2.	Health Theme: Joint wellness.
12	20.3.	3.3.	6.3.	Health Theme: Good treatment for hemorrhoids.
13	27.3.	10.3.	13.3.	How to Calm the Nervous System.

Updated on this page:

SEURA

ISSUE	PUBL.DATE	RESERV	MATERIALS	SPECIAL THEME
14	3.4.	17.3.	20.3.	Teresa's Food: New ideas from familiar dough. Fresh ideas for classic dough. Health and wellness, current health topic.
15	10.4.	24.3.	27.3.	Health Theme: Eye wellness.
16-17	16.4.	28.3.	2.4.	Easter's Abundant Double Issue. Health Theme: Breathing.
18	30.4.	9.4.	14.4.	Relief for Foot Pain.
19	8.5.	16.4.	23.4.	Teresa's Food: Grilling vegetables to accompany grilled meats or just for eating. Health Theme: Low blood pressure.
20	15.5.	25.4.	30.4.	How to Treat Toenail Problems.
21	22.5.	5.5.	8.5.	Health and Wellness: Current health topic.
22	28.5.	9.5.	14.5.	Health Theme: Wound care.
23	5.6.	16.5.	21.5.	Teresa's Food: Summer grilling menu. Easy treats for the Midsummer table. Health Theme: Letting go of worrying.
24	12.6.	23.5.	28.5.	Health Theme: Summer skin problems and skin protection.
25-26	18.6.	30.5.	4.6.	Midsummer's Lush Double Issue. Health Theme: Heart health.
27	3.7.	13.6.	18.6.	Reading Package: Domestic nature travel. Teresa's Food: Garden berry delights. Make use of the summer berry harvest in baking and desserts. Health and wellness, current health topic.
28	10.7.	23.6.	26.6.	Health Theme: Intimate problems.
29	17.7.	30.6.	3.7.	Health Theme: Testosterone.
30	24.7.	7.7.	10.7.	Health Theme: Dizziness.
31	31.7.	14.7.	17.7.	Health Theme: Intestinal problems and their treatment.
32	7.8.	21.7.	24.7.	Teresa's Food: Affordable seasonal vegetables. Health Theme: Skin problems.
33	14.8.	28.7.	31.7.	Help for Tension Neck and Its Pain.
34	21.8.	4.8.	7.8.	How to Treat Groin Pain?
35	28.8.	11.8.	14.8.	Health theme: urinary tract infection.
36	4.9.	18.8.	21.8.	Teresa's Food: The most delightful mushroom treats. Health Theme: Skin problems.
37	11.9.	25.8.	28.8.	Health and Wellness: Current health topic.
38	18.9.	1.9.	4.9.	Reading package. Keep your memory sharp. Here's how to support memory and brain function. Discussing diet and supplements.
39	25.9.	8.9.	11.9.	Is Your Elbow Hurting? Recognize and Treat Tennis Elbow.
40	2.10.	15.9.	18.9.	Teresa's Food: Autumn in a pot. Long-simmered stews. Health Theme: Eye wellness.
41	9.10.	22.9.	25.9.	Help for Constipation with Home Remedies.
42	16.10.	29.9.	2.10.	Theme: Prevent and Treat Urinary Incontinence.
43	23.10.	6.10.	9.10.	Health and Wellness: Current health topic.
44	30.10.	13.10.	16.10.	Theme: Well-being of the stomach.
45	6.11.	20.10.	23.10.	How to Prepare for the Loss of a Loved One. Teresa's Food: Christmas baking and candies. Treats for the Christmas table and gift packages. Health Theme: How to Boost Your Mood? Also discussing nutrition and dietary supplements.
46	13.11.	27.10.	30.10.	Theme: Oral health.
47	20.11.	3.11.	6.11.	Theme: Relief for Prostate Problems.
48	27.11.	10.11.	13.11.	Help for Sleep Apnea and Snoring.
49	4.12.	17.11.	20.11.	Teresa's Food: New companions for the ham - vegetables and casseroles in a new way. Health and wellness, current health topic.
50	11.12.	24.11.	27.11.	Pain Relief with Home Remedies.
51-52	18.12.	1.12.	4.12.	Christmas Double Issue. Help for Heartburn.

Updated on this page: