



A BOLD AND TOUCHING MAGAZINE FOR A MATURE ADULT

Viva encourages adult Finns to be brave and enjoy life to the fullest. Viva's heartfelt reports are filled with nostalgia and shared experiences. Extensive personal stories speak candidly about the joys and sorrows of life. Viva guides and inspires its readers to exercise, take care of their health, and find their style. Colorful culture and travel articles encourage you to venture out boldly. Useful information about health, housing, saving, pensions, and inheritance matters is Viva's valued content. With its topics, Viva speaks to adult women but also the men in their lives.

Viva values its reader, who is an active agent and can invest in their quality of life in many ways – including financially. The reader engages in travel and culture, reads a lot, takes care of their health in various ways, cherishes relationships, and cares for their loved ones. Viva's online content can be found here. Viva is published 12 times a year.

PRICES

SIZE	PRICE €
2/1	8 270
1/1	4 590
1/2	3 120
1/4	2 300
2. COVER	5 060
3. COVER	5 060
BACK COVER	5 060

We reserve the right to make changes.

TECHNICAL INFORMATION

ENQUIRIES, RESERVATIONS

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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

230 x 297

PRINTING METHOD

Offset

BINDING

Saddle stitching

NUMBER OF READERS

64 000

TIMETABLE 2025

ISSUE	PUBL. DATE	RESERV	MATERIALS	SPECIAL THEME
1	8.1.	10.12.2024	13.12.2024	New housing needs for adults. Gut health. Safe and smart ways to start at the gym.
2	5.2.	15.1.	20.1.	Mental health can be supported at every stage of life. Changing vitamin and mineral needs when aging.
3	5.3.	12.2.	17.2.	Friends' support carries through even difficult times. Enjoy hobbies and travel together. Let's relax on a cruise.
4	2.4.	12.3.	17.3.	Viva is renewing. A new beginning after a major life change. Dreaming of a second home abroad. Maintain hair vitality.
5	7.5.	11.4.	16.4.	There is strength and meaning in the generational chain. Relief for urinary incontinence. On the move with a car: how to choose the right one?
6	4.6.	13.5.	16.5.	Digitize your memories for safekeeping. Baltic travel guide and flattering swimsuits. Summer reading: readers' beautiful love stories.
7	2.7.	10.6.	13.6.	The power of relationships and sexuality. Where to find a new partner at a later age in life? Mucosal health. Experiences in holiday Finland.
8	6.8.	16.7.	21.7.	Ever-active: the importance of staying fit. Wonderful spa holidays and a guide to quality sleep.
9	3.9.	13.8.	18.8.	Lifelong learning: cherishing old skills, learning new ones. Eye health. How to stretch a small budget.
10	8.10.	17.9.	22.9.	Nostalgia issue: history tells us where we are now. The best novels for autumn reading. Pets bring joy to life.
11	5.11.	15.10.	20.10.	Dining together: setting a feast for family or friends. How to wisely gift money or other property to heirs.
12	10.12.	19.11.	24.11.	Work doesn't necessarily end at retirement age. Beautiful lingerie and nightwear. How to take care of your joints.

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