



NATURE AND QUALITY VALUED BY OUTDOOR ENTHUSIASTS

Erä is Finland's largest magazine for anglers and those who enjoy spending time in nature. Erä readers are willing to make an effort to gain experiences. With the right equipment, one gets the most out of outdoor hobbies, and Erä's tests and comparisons help readers choose fishing, hunting, and hiking gear. Among the readers are both experienced and beginner recreational anglers, long-distance Lapland hikers, as well as those who enjoy day trips in nearby nature and visit national parks in Southern Finland. Readers are united by an active, often passionate relationship with nature. Hobbyist anglers look for tips in Erä's articles on new fishing methods, equipment, and how to get the best culinary enjoyment from fish caught for food. Hikers get information about interesting destinations and useful, functional equipment. For hunters, Erä offers help both for starting and deepening the hobby.

Erä is published 12 times a year. [Erälehti.fi](https://eralehti.fi) expands the service for readers online, for example with current news, digital magazines, and an archive of over 20 years of back 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

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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

133 000

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.

TIMETABLE 2026

ISSUE	PUBL. DATE	RESERV	MATERIALS	SPECIAL THEME
1	14.1.	16.12.2025	19.12.2025	Winter fishing. Comparison of ice fishing suits. Tips for customizing your ice fishing backpack.
2	11.2.	20.1.	23.1.	Highlights from the Kala25 competition. We present the best entries from Erä's low-threshold fishing contest. Also includes winter trekking, such as a comparison of forest skis.
3	11.3.	17.2.	20.2.	Spring ice and snow. Comparison of vegan camping meals. Information on the impact of climate change on mountain nature.
4	15.4.	20.3.	25.3.	Outdoor gear. Featuring a car as a modern cabin for wilderness adventurers. Comparison of fluorocarbon fishing lines, quick test of a satellite messenger.
5	13.5.	20.4.	23.4.	Open water and spring excursions. Spring perch fishing, Lapland's streams in early summer. Geocaching as a form of hiking. Hammocks compared.
6	10.6.	19.5.	22.5.	How climate change affects migratory fish. Nature values of the Siikaneva swamp area. Comparison of spinning reels.
7	15.7.	23.6.	26.6.	Summer fishing. Compact landing nets compared, ideal for hiking anglers. Micro lures in stream fishing.
8	19.8.	28.7.	31.7.	Hiking and trekking. Nature trips using public transport. Comparison of lightweight large backpacks.
9	16.9.	25.8.	28.8.	Hunting. Goose hunting in Sweden.
10	14.10.	22.9.	25.9.	Outdoor electronics. Thermal camera overview and differences between models.
11	18.11.	27.10.	30.10.	Outdoor food. Drying camping meals, various fish roes on the plate. Comparison of three-person dome tents.
12	9.12.	17.11.	20.11.	Erä's lure selections of the year, presenting the most interesting lures in various categories. Comparison of winter sleeping bags. Outdoor traditions: J. L. Runeberg as an outdoorsman.

Updates on this page: