



A CURIOUS HEAVY CONSUMER OF ENTERTAINMENT

Hymy is Finland's most versatile entertainment magazine, featuring, among other things, revealing celebrity stories, authentic stories of ordinary people, war heroes, and the Terveys-Hymy (Health-Hymy) supplement included with the magazine. Hymy's readers are ordinary, active people who consider their purchases carefully.

Hymy is published 12 times a year. **Hymy.fi** online visitors keep up with the times and are interested in entertainment. They follow the latest news and are especially interested in gossip. .

TIMETABLE 2026

ISSUE	PUBL.DATE	RESERV	MATERIALS
1	8.1.	11.12.2025	16.12.2025
2	12.2.	23.1.	28.1.
3	12.3.	20.2.	25.2.
4	9.4.	18.3.	23.3.
5	13.5.	22.4.	27.4.
6	11.6.	22.5.	27.5.
7	9.7.	18.6.	24.6.
8	13.8.	24.7.	29.7.
9	10.9.	21.8.	26.8.
10	8.10.	18.9.	23.9.
11	12.11.	23.10.	28.10.
12	10.12.	20.11.	25.11.

PRICES

SIZE	PRICE €
2/1	6 670
1/1	3 710
1/2	2 520
1/4	1 850
BACK COVER	4 080

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

210 x 297

PRINTING METHOD

Offset

BINDING

Saddle stitching

NUMBER OF READERS

68 000