

SEURA

FINNISH AT HEART

Seura touches, entertains, and guides every week with an interesting and diverse reading package. Seura stands up for ordinary people and their wallets. The magazine tells the life stories of ordinary Finns and addresses social issues. In Seura, one also meets public figures and royals.

Extensive health content, nature and travel stories, crossword and puzzle sections, and the always included separate TV-maailma television programme guide are important parts of Seura's content and distinctiveness. The subscription also includes a digital magazine and a comprehensive magazine archive. Seura offers weekly content on its pages—and daily on **Seura.fi**—with engaging reading. Seura readers enjoy their magazine for a long time and are also receptive to commercial messages. Seura is published 49 times a year, and during the year, three more substantial Lukupaketti issues and four double issues are released.

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

48 issues per year, 4 double issues

SIZE OF THE MAGAZINE

210 x 280

PRINTING METHOD

Offset

BINDING

Saddle stitching

NUMBER OF READERS

158 000

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 2026

ISSUE	PUBL.DATE	RESERV	MATERIALS	SPECIAL THEME
1	31.12.2025	9.12.2025	12.12.2025	Health theme: help with weight management.
2	8.1.	15.12.2025	18.12.2025	Health theme: tips for reducing alcohol consumption. Domestic travel: European Capital of Culture 2026 – Oulu presented with tips.
3	15.1.	23.12.2025	30.12.2025	Health theme: eye health.
4	22.1.	2.1.	8.1.	Health theme: what does heart rate reveal about your health?
5	29.1.	12.1.	15.1.	Health theme: treating dry scalp.
6	5.2.	19.1.	22.1.	Health theme: support for gut health. Long-distance travel to Vietnam: introducing exotic yet accessible Phu Quoc.
7	12.2.	26.1.	29.1.	Reading package: digital anxiety and opportunities, tips for the digital world and warnings about scams, health and wellbeing.
8	19.2.	2.2.	5.2.	Health theme: help for cough.
9	26.2.	9.2.	12.2.	Health theme: current infectious diseases and their treatment.
10	5.3.	16.2.	19.2.	Health theme: how to care for your hearing. Travel in Europe: Alps for casual hikers, easy tips for iconic trekking destinations.
11	12.3.	23.2.	26.2.	Health theme: new insights into migraine.
12	19.3.	2.3.	5.3.	Health theme: relieve and prevent allergies.

Updates on this page:

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ISSUE	PUBL.DATE	RESERV	MATERIALS	SPECIAL THEME
13	26.3.	9.3.	12.3.	Health and wellbeing.
14-15	1.4.	13.3.	18.3.	Easter double issue. Health theme: help for aching joints. Food: delicious baking – tastiest bun recipes. Travel: combine city and beach holiday in Santander, Northern Spain.
16	16.4.	26.3.	31.3.	Health theme: new information on memory disorders.
17	23.4.	2.4.	9.4.	Health theme: digestive health.
18	30.4.	13.4.	16.4.	Health and wellbeing. Travel to Estonia: best places for budget travelers, diverse tips for activities on a small budget.
19	7.5.	17.4.	22.4.	Health theme: relieve and prevent foot pain.
20	13.5.	23.4.	28.4.	Reading package: baby boomers, nostalgia, popular music stars, contemporary phenomena. Latest information on weight loss medications.
21	21.5.	30.4.	6.5.	Health theme: heart health.
22	28.5.	8.5.	12.5.	Health theme: support for recovery.
23	4.6.	18.5.	21.5.	Health theme: good care for sunburned skin.
24	11.6.	25.5.	28.5.	Health and wellbeing.
25-26	17.6.	29.5.	3.6.	Midsummer double issue. Health theme: relieve and prevent swelling. Food: tasty grilled treats for midsummer. Great domestic travel package: charming ironworks villages – extensive tour with tips.
27	2.7.	12.6.	17.6.	Health theme: help for hair loss.
28	9.7.	22.6.	25.6.	Health theme: tackle health challenges from extreme heat.
29	16.7.	29.6.	2.7.	Health theme: good dental care. Domestic travel: enchanting and idyllic summer destination in Finland.
30	23.7.	6.7.	9.7.	Health theme: relief for shoulder pain.
31	30.7.	13.7.	16.7.	Health theme: lower and prevent high cholesterol.
32	6.8.	20.7.	23.7.	Health theme: help for nail fungus.
33	13.8.	27.7.	30.7.	Health theme: actions for mental wellbeing. Travel in Africa: armchair journey to Kenya's stunning national parks.
34	20.8.	3.8.	6.8.	Health theme: bone health.
35	27.8.	10.8.	13.8.	Health theme: blood sugar balance.
36	3.9.	17.8.	20.8.	Health and wellbeing.
37	10.9.	24.8.	27.8.	Health theme: tips for treating the flu.
38-39	17.9.	31.8.	3.9.	Autumn double issue. Health theme: how to slow aging. Autumn flavors on the plate: culinary journey to Calabria, Italy, and best mushroom recipes from Finland.
40	1.10.	14.9.	17.9.	Health theme: new information on cancer treatments, Pink Ribbon theme.
41	8.10.	21.9.	24.9.	Health theme: new information on diabetes.
42	15.10.	28.9.	1.10.	Health and wellbeing. Travel: budget trip to an affordable European city.
43	22.10.	5.10.	8.10.	Reading package: major health theme – how to care for men's health.
44	29.10.	12.10.	15.10.	Health theme: help for urinary incontinence.
45	5.11.	19.10.	22.10.	Health theme: effective pain relief with home remedies.
46	12.11.	26.10.	29.10.	Health theme: brain health extra. Travel: warmth in a relaxed southern destination.
47	19.11.	2.11.	5.11.	Health theme: relief for hoarse voice.
48	26.11.	9.11.	12.11.	Health theme: guide to mental wellbeing.
49	3.12.	16.11.	19.11.	Health and wellbeing.
50	10.12.	23.11.	26.11.	Health theme: how to care for vision and eyeglasses.
51-52	17.12.	30.11.	3.12.	Christmas double issue. Health theme: new insights into insomnia and its treatment. Food: cozy and easy meals for Christmas and New Year holidays. Travel report: domestic Christmas trip, Lapland atmosphere.

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