



LUXURY OF REASON – SINCE 1916

Suomen Kuvalehti is the key to understanding society. It offers in-depth and topical content, culture, and perspectives. Uncompromising quality and independence have made the magazine a trusted companion for Finns interested in society—for over a hundred years. Readers spend a long time with the magazine; its average reading time is the highest among all Finnish printed magazines, at 1 hour and 38 minutes.

The comprehensive digital service suomenkuvalehti.fi provides new articles daily, games, and access to the magazine archive, where readers can delve into history. Articles can also be listened to as audio versions. The digital service is easy to use both in a browser and via an app, and the printed magazine is distributed weekly with the TV-maailma television programme guide. In addition, the editorial team produces the popular Poliitiikan viikko podcast, which covers current political topics and offers collaboration opportunities for commercial partners.

Suomen Kuvalehti’s 110th anniversary will be visible throughout 2026 with highlights from past decades and special issues, including the Easter double issue (14–15/2026) focusing on the state of Finland, the Midsummer double issue (25–26/2026) highlighting the magazine’s role as a source of entertainment, and the main anniversary issue (45/2026) reviewing the history and future of Suomen Kuvalehti.

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
262 000

PRICES

SIZE	PRICE €
2/1	12 030
1/1	6 680
1/2	4 530
1/4	3 350
BACK COVER	7 350
2. COVER	7 350
3. COVER	7 350
1. SPREAD	13 240

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	10.12.2025	15.12.2025	
2	9.1.	16.12.2025	19.12.2025	
3	16.1.	29.12.2025	2.1.	
4	23.1.	7.1.	12.1.	Education. Educa Fair.
5	30.1.	14.1.	19.1.	
6	6.2.	21.1.	26.1.	
7	13.2.	28.1.	2.2.	Gourmet: Winter food and wine.
8	20.2.	4.2.	9.2.	
9	27.2.	11.2.	16.2.	

Updates on this page:

SUOMEN KUVALEHTI

ISSUE	PUBL.DATE	RESERV	MATERIALS	SPECIAL THEME
10	6.3.	18.2.	23.2.	
11	13.3.	25.2.	2.3.	
12	20.3.	4.3.	9.3.	
13	27.3.	11.3.	16.3.	
14-15	1.4.	16.3.	19.3.	Easter double issue. Gourmet: Easter food and wine. Suomen Kuvalehti 110 years – anniversary theme: What does Finland stand for today?
16	17.4.	30.3.	1.4.	
17	24.4.	8.4.	13.4.	Spring fashion issue explores how trends, culture and society influence style – and presents inspiring style creators.
18	30.4.	14.4.	17.4.	
19	8.5.	21.4.	24.4.	
20	15.5.	24.4.	29.4.	
21	22.5.	5.5.	8.5.	
22	29.5.	12.5.	18.5.	Summer events.
23	5.6.	20.5.	25.5.	
24	12.6.	27.5.	1.6.	
25-26	17.6.	1.6.	4.6.	Midsummer double issue. Gourmet: Midsummer food and wine.
27	3.7.	16.6.	22.6.	
28	10.7.	24.6.	29.6.	
29	17.7.	1.7.	6.7.	
30	24.7.	8.7.	13.7.	
31	31.7.	15.7.	20.7.	
32	7.8.	22.7.	27.7.	
33	14.8.	29.7.	3.8.	
34	21.8.	5.8.	10.8.	Autumn fashion issue explores how trends, culture and society influence style – and presents inspiring style creators.
35	28.8.	12.8.	17.8.	Design: Autumn phenomena and events. Habitare and Helsinki Design Week.
36	4.9.	19.8.	24.8.	
37	11.9.	26.8.	31.8.	Architecture.
38	18.9.	2.9.	7.9.	
39	25.9.	9.9.	14.9.	
40	2.10.	16.9.	21.9.	Gourmet: Harvest season food and wine.
41	9.10.	23.9.	28.9.	
42	16.10.	30.9.	5.10.	Literature: Autumn's current books.
43	23.10.	7.10.	12.10.	
44	30.10.	14.10.	19.10.	
45	6.11.	21.10.	26.10.	Anniversary issue. Suomen Kuvalehti 110 years.
46	13.11.	28.10.	2.11.	
47	20.11.	4.11.	9.11.	
48	27.11.	11.11.	16.11.	
49	4.12.	18.11.	23.11.	Literature: Best books of the year.
50	11.12.	25.11.	30.11.	Year in review: Events of 2026.
51-52	18.12.	2.12.	7.12.	Christmas double issue. Gourmet: Christmas and New Year's food and wine.

Updates on this page: