



BOLDLY INTO THE THIRD STAGE OF LIFE

Viva, over 20 years old, encourages Finnish adults to be brave and enjoy life to the fullest. Viva's heartfelt reports are filled with nostalgia and shared experiences. In extensive feature articles, the joys and sorrows of life are discussed openly. Viva guides and inspires its readers to exercise, take care of their health, and find their own style. Colorful culture and travel articles encourage readers to venture out boldly. Useful information about health, living, saving, pensions, and inheritance matters is highly valued content in Viva.

With its topics, Viva speaks to adult women and also to the men in their lives. The magazine is published 12 times a year. Viva's online content and digital edition can be found on the [Anna.fi website](#).

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

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

230 x 297

PRINTING METHOD

Offset

BINDING

Saddle stitching

NUMBER OF READERS

74 000

TIMETABLE 2026

ISSUE	PUBL. DATE	RESERV	MATERIALS	SPECIAL THEME
1	7.1.	5.12.2025	10.12.2025	Dream holidays and relief for travel fever. Pamper winter skin. Gut health.
2	4.2.	14.1.	19.1.	Finance theme: make your money last. Beautifully made-up skin. Oral health care.
3	4.3.	11.2.	16.2.	Time to start using sunscreen. Sexuality as a source of strength for seniors. Who benefits from mini-leasing?
4	1.4.	11.3.	16.3.	Memory extra. Radiant and beautiful hair color. Tax tips for retirees.
5	6.5.	14.4.	17.4.	Know your roots and family. Wellbeing for caregivers. Charming dresses for summer events.
6	3.6.	12.5.	18.5.	Lovely summer trips in Finland. Stunning swimsuits of the season. The impact of fluid balance on wellbeing.
7	1.7.	9.6.	12.6.	Local travel. Love gives strength. Hormonal balance for mature women.
8	5.8.	15.7.	20.7.	New beginnings: it's never too late to fulfill your dreams. Fix your sleep rhythm. Smart inheritance planning.
9	2.9.	12.8.	17.8.	Independent living. Shoes and coats that protect from the elements. Pay attention to cholesterol.
10	7.10.	16.9.	21.09.	Pink ribbon and life with cancer. Strengthen thin skin. Best new books for autumn.
11	4.11.	14.10.	19.10.	Blow-drying school and volume for hair. Ease digestive issues. How to improve home safety.
12	9.12.	18.11.	23.11.	Lovely lingerie and sleepwear. Pets bring wellbeing to life. Where to find new friends.

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