

# anna

## FINLAND'S MOST ICONIC WOMEN'S MEDIA

Anna, Finland's largest printed weekly women's magazine, is a classic in the magazine world, keeping its readers up to date on topics that interest women. Published 48 times a year, Anna follows current phenomena with a positive approach, offering peer support and experiences. Anna readers crave tips on well-being, fashion, beauty, culture, travel, and finance. The TV-maailma supplement distributed with Anna keeps readers up to date on the best TV series and movies.

Anna's in-depth articles provide food for thought and move the reader emotionally. **Anna.fi** reaches a wide audience online, and Anna also has active social media channels.



The highly popular **Keidas** short video service showcases the best beauty, wellness, and fashion tips. Keidas offers brands an effective way to reach their target audience.

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### 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

Miika Hiltunen, tel. +358 50 305 0649,  
PunaMusta Tampere,  
Kaapelikatu 1, 33330 Tampere

#### NUMBER OF ISSUES

48 issues per year, 4 double issues

#### SIZE OF THE MAGAZINE

230 x 297

#### PRINTING METHOD

Offset

#### BINDING

Saddle stitching

#### NUMBER OF READERS

107 000

### PRICES

SIZE	PRICE €
2/1	12 590
1/1	6 990
1/2	4 760
1/4	3 500
2. COVER	7 690
3. COVER	7 690
BACK COVER	7 690
1. SPREAD	13 850
2. SPREAD	13 850

We reserve the right to make changes.

Please ask for more information about measuring campaigns and solutions.

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### TIMETABLE 2026

ISSUE	PUBL.DATE	RESERV	MATERIALS	SPECIAL THEME
1	31.12.2025	9.12.2025	12.12.2025	Travel: Dream Long-Haul Destinations. Fitness by Walking: Top Gear for Active Lifestyles.
2	8.1.	15.12.2025	18.12.2025	Finance: Smart Money Moves for Singles. Skincare Tips for Dry Skin.
3	15.1.	22.12.2025	30.12.2025	<b>Hair Extra:</b> This Year's Hottest Cuts, Colors & Styling Products. Lighting Innovations.
4	22.1.	2.1.	8.1.	Fashion: Best Jeans for Every Body Type. Sleep Better: The Power of Rest.
5	29.1.	12.1.	15.1.	Food: Bake the Most Irresistible Buns. Pamper and Protect Your Winter Skin.
6	5.2.	19.1.	22.1.	Travel: Spa Escapes Across Finland. Editor's Top Beauty Picks.
7	12.2.	26.1.	29.1.	Finance: Prepare for Life's Big Changes. Relief for Digestive Issues.
8	19.2.	2.2.	5.2.	<b>Interior Extra:</b> Key Interior Trends of the Year. Top Finds in Budget Beauty.
9	26.2.	9.2.	12.2.	<b>Health Extra:</b> Managing Menopausal Symptoms. Beat Fatigue with Vitamins.
10	5.3.	16.2.	19.2.	Fashion: Smart Ways to Refresh Your Wardrobe. Spring's Most Anticipated Book Releases.
11	12.3.	23.2.	26.2.	Travel: A Mini Break in Tallinn. Identify and Treat Eye Allergies.

Updates on this page:

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12	19.3.	2.3.	5.3.	<b>Interior Extra:</b> Gorgeous Green Decor Ideas. Protect Your Skin with Day Creams.
13	26.3.	9.3.	12.3.	Work Life: Chasing Dreams Abroad. Moisturizing Shampoos Put to the Test.
14-15	1.4.	13.3.	18.3.	<b>Easter Double Issue:</b> A Fresh Spring Menu with a Modern Twist. Festive Season Wines.
16	16.4.	26.3.	31.3.	Sex Special: Bedroom Pleasures. The Anatomy of a Healthy Relationship. Menopause and Intimacy.
17	23.4.	2.4.	9.4.	Travel: Discover Stunning Madrid. Compare Insurance Options.
18	30.4.	13.4.	16.4.	Cottage & Garden: New Terrace Decor and Dreamy Summer Cabins.
19	7.5.	16.4.	21.4.	Food: Trendy Cakes and Piping Tips. Choose Flattering Sunglasses.
20	13.5.	23.4.	28.4.	<b>Big Fashion Issue:</b> Best Summer Dresses. Pack Your Makeup Bag for Travel.
21	21.5.	30.4.	6.5.	Tableware Trends: The Most Beautiful New Arrivals. Self-Tanning Products Reviewed.
22	28.5.	8.5.	13.5.	Food: Savory Party Pies. Delightful Drinks for Festive Tables.
23	4.6.	18.5.	21.5.	Travel: Explore Finland – Kokkola and West Coast Gems. Get Your Feet Summer-Ready.
24	11.6.	25.5.	28.5.	Beauty: Flattering Swimsuits for Every Body. Choose the Right Shoes.
25-26	17.6.	29.5.	3.6.	<b>Midsummer Double Issue:</b> Pancake Party at the Cottage. Treat Yourself in the Midsummer Sauna.
27	2.7.	12.6.	16.6.	Travel: A Foodie's Guide to Naples. Help for Intimate Health Concerns.
28	9.7.	19.6.	24.6.	Food: Smoky Flavors for Grilled Meats and Veggies. Solutions for Excessive Sweating and Summer Deodorants.
29	16.7.	29.6.	2.7.	Travel: Top Summer Spots in Hanko. Targeted Products for Summer Hair.
30	23.7.	6.7.	9.7.	Food: Best Seasonal Tomato Recipes. Fertility Treatments.
31	30.7.	13.7.	16.7.	Fashion: Bold Street Style. Top Hydrating Face Masks.
32	6.8.	20.7.	23.7.	<b>Interior Extra:</b> Finnish Home Dreams from the Housing Fair. Best Budget Face Creams.
33	13.8.	27.7.	30.7.	Travel: Unique Hotels in Finland. Boost Everyday Energy with Exercise.
34	20.8.	3.8.	6.8.	Finance: Inspiring Female Entrepreneurs. Smooth Your Skin with Body Scrubs.
35	27.8.	10.8.	13.8.	Fashion: Fall's Trendiest Coats. Explore Nourishing Toners.
36	3.9.	17.8.	20.8.	Food: New Delicacies from Mushrooms. Top Tips for Managing Stress.
37	10.9.	24.8.	27.8.	Travel: A Weekend in Nice. Autumn's Must-Read Books.
38-39	17.9.	31.8.	3.9.	<b>Fabulous &amp; Wellbeing-Focused Double Issue.</b> Current Hair Trends.
40	1.10.	14.9.	17.9.	Interior: New Finnish Furniture Designs. Trendy Eyewear Picks.
41	8.10.	21.9.	24.9.	Finance: Smart Everyday Choices. Pharmacy Night Creams Reviewed.
42	15.10.	28.9.	1.10.	Travel: Sauna Trails – Discover Finland's Public Saunas. Powerful Skincare Products.
43	22.10.	5.10.	8.10.	Cozy Home Textiles and Rugs. Pamper Your Skin with Hydrating Serums.
44	29.10.	12.10.	15.10.	Beauty: Lovely Lingerie and Sleepwear. Mental Wellbeing in Relationships.
45	5.11.	19.10.	22.10.	Food: All About Sushi – Home Sushi Made Easy. Most Captivating New Fragrances.
46	12.11.	26.10.	29.10.	Travel: Europe's Magical Christmas Markets. <b>Best Beauty Products of the Year.</b>
47	19.11.	2.11.	5.11.	Fashion: Get Ready for the Festive Season. Powerful Skincare Products.
48	26.11.	9.11.	12.11.	Create Bedroom Ambience with New Furniture and Textiles. New Indulgent Spa Treatments.
49	3.12.	16.11.	19.11.	Fashion: Mix Bold Colors and Prints with Confidence. Cosmetic Gift Ideas for Adults.
50	10.12.	23.11.	26.11.	Travel: Escape Winter with a Sunny Getaway. Joint-Friendly Exercise.
51-52	17.12.	30.11.	3.12.	<b>Atmospheric Christmas Double Issue:</b> Delicious Holiday Dinner and Drinks. Fashion & Beauty Trends for 2027.

Updates on this page:

17.12.2025 reservation and material dates on issues 19 and 28