

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,
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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	Hair Extra: 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.	Interior Extra: Key Interior Trends of the Year. Top Finds in Budget Beauty.
9	26.2.	9.2.	12.2.	Health Extra: 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.	Interior Extra: 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.	Easter Double Issue: 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.	Big Fashion Issue: 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.	Midsummer Double Issue: 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.	Interior Extra: 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.	Fabulous & Wellbeing-Focused Double Issue. 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. Best Beauty Products of the Year.
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.	Atmospheric Christmas Double Issue: 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