

# Gluteeniton

## ELÄMÄ

FINNISH COELIAC  
SOCIETY'S MAGAZINE

”Positive, useful  
and fresh  
magazine”

”The new name  
describes the  
Mag’s contents  
much better!”

Reach the  
people on  
gluten-free diet

New products  
are most  
interesting

**66%**  
of readers  
read the ads away  
and **32** sometimes.

Reader Survey 2018

Media Information  
2020



## 98% study advertisements

Readers of Gluteeniton elämä are interested in the ads. According to our latest reader survey 66% read the ads regularly and 32% sometimes. Especially new products catch their eyes. Readers pick up new products and services they have seen in the ads to their everyday life. They also ask their shopkeepers to order and stock the products they have seen in Gluteeniton elämä. It pays off to advertise your products in the magazine!

*"I always read the Mag from cover to cover."*

91% of our readers are coeliacs, but many may also have cereal allergies or non-coeliac gluten sensitivity. Kitchen and catering professionals read the magazine, too. More and more people are getting on gluten-free diet. What could you offer them?

The theme in the first issue of 2020 is gluten-free restaurants and coffee shops. The Gluten-free Product Guide 2020 is attached to the second issue and delivered to our members. The third number features our annual National Coeliac Week. Gluteeniton elämä 5 is all about delicious Christmas baking.

### Five times a year

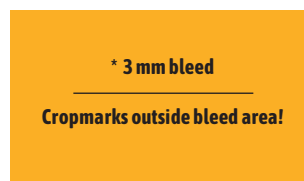
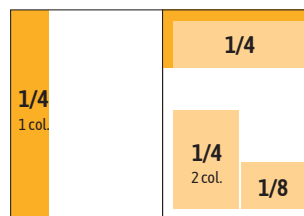
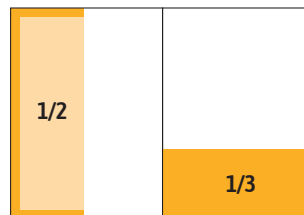
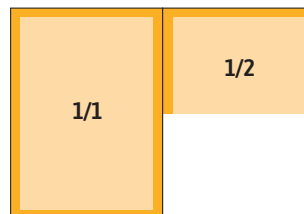
- Gluteeniton elämä Magazine is published 5 times a year.
- Each print is 22.000–24.000 copies.
- Over 21 000 members get the magazine delivered to their homes.
- Members have also access to the magazine's electric version.
- The magazine is widely available and handed out in many events of the Society and its local associations.

### Publishing schedule and deadlines

Number	Publishing date	Booking	Deadline
1/2020	30.1.	19.12.	7.1.
2/2020	23.4.	12.3.	25.3.
3/2020	6.8.	20.5.	3.6.
4/2020	8.10.	27.8.	9.9.
5/2020	26.11.	15.10.	28.10.

### Advertising sizes and rates

Size	Width x height	Margins	4-colour
	Over the margins	Margins	
Back cover	210 x 272 mm *		3 700 €
Front inner cover	210 x 297 mm *		3 000 €
1/1 page	210 x 297 mm *	180 x 267 mm	2 700 €
1/2 p. vertical	103 x 297 mm *	88 x 267 mm	1 900 €
1/2 p. horizontal	210 x 146,5 mm *	180 x 131,5 mm	1 900 €
1/3 p. horizontal	210 x 100 mm *		1 500 €
1/4 p. vertical (2 col.)		88 x 131,5 mm	1 050 €
1/4 p. vertical (1 col.)	57 x 297 mm *		1 050 €
1/4 p. horizontal	210 x 78,75 mm *	180 x 63,75 mm	1 050 €
1/8 p.		88 x 63,75 mm	650 €



### Publisher

Finnish Coeliac Society  
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### Annual Subscription

38 €, 35. Volume

### Circulation

22.000–24.000, distribution to actual addresses 21.000

### ISSN

2669-8552 (print)  
2669-8579 (e-publication)

### Advertisement Materials

In printable digital format to adverts@keliakialiitto.fi

### Print

PunaMusta Oy Tampere  
Kaapelikatu 1  
FIN-33330 Tampere  
tel. +358 20 7577 542  
www.punamusta.com

### Technical Information

Page size 210 x 297 mm (A4)  
Print surface area 210 x 297 mm  
Cutting reserve 3 mm  
Pictures 300 dpi, CMYK  
Printing method Heatset rotation

### Reclaims

Reclamations regarding the print of the advertisement within 2 weeks of release. The magazine's liability is limited to the maximum of advertisement rate.

### Cancellations

Advertisements must be cancelled by the date of reservation. Full rate is charged for later cancellations.

### Cover photo:

Studio Sami Helenius Oy

Repetition discount 20 % in the next issue  
10 % addition for a fixed location of the advertisement  
VAT 0 %

**INSERT RATES:** | Insert, weight 25 g or less 0,35 €/pcs | Insert, weight over 26 g 0,50 €/pcs