

Gluteeniton

ELÄMÄ

FINNISH
COELIAC
SOCIETY'S
MAGAZINE

New products
are of the greatest
interest

REACH THOSE FOLLOWING
A GLUTEN-FREE DIET

62 %

of readers always
read the ads and

38 % occasionally

Reader survey 2021

Media
information
2023



Media information 2023

Reach your target group easily

In the magazine *Gluteeniton elämä*, your advertisement gets noticed. According to our latest survey, as many as 62% of our readers always read the advertisements and 38% occasionally. The advertisements for new gluten-free products are of a particular interest. Readers pick out new products and services from the advertisements to incorporate in their daily lives. They also actively request products advertised in the magazine to be included in the selections of their local shops. So advertising in the magazine pays off!

"The best thing about the magazine is information about new products"

In the first issue of the year, we focus on the membership benefits of the Finnish Coeliac Society. Topics in the second issue are gluten-free products, summer and barbecue. The *Gluten-free products 2023* Guide is also published to the members as an insert in this issue. The third issue is all about Coeliac Awareness Week Theme; how to shrink the gluten-free food bill and manage the expenses of healthy diet. Magazine number 4 is a special issue of the nationwide *Lautasella 2023* Gluten-free Expo in Helsinki. The fifth issue prepares us for the winter festivities, Christmas holiday season and New Year.

Five times a year

- The *Gluteeniton elämä* magazine is published 5 times a year.
- The edition is 20,500–22,000 copies.
- The 21,000 members of the coeliac associations receive the magazine as a membership benefit.
- The members also have access to the online digital edition.
- The magazine is distributed in many events of the Finnish Coeliac Society and local coeliac associations and in training sessions for professionals in the fields of catering and health care.

Gluteeniton ELÄMÄ

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Subscription price

€38, 38th volume

Edition

Edition 20,500–22,000 copies,
addressed distribution 21,000 copies

ISSN

2669-8552 (print)
2669-8579 (digital edition)

Advertisement materials

Print-ready PDF
Image resolution 300 dpi
Colours: CMYK
Material delivery:
adverts@keliakialiitto.fi

Printing house

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

Technical specifications

Page size 210 x 297 mm (A4)
Printing area 210 x 297 mm,
3 mm bleed
Images 300 dpi, CMYK
Printing method
Heatset rotation

Claims

Claims regarding the typography of the advertisements must be submitted in writing within 2 weeks of their publication. The publication's liability for errors is limited at maximum to the advertisement price.

Cancellation

Advertisements must be cancelled by the booking date. Full advertisement price will be charged for cancellations made later.

Cover photo: Marjo Jokinen

Schedules

1/2023

Booking date	Thu 15 Dec
Material date	Mon 9 Jan
Publishing date	Fri 27 Jan

2/2023

Booking date	Thu 9 Mar
Material date	Wed 22 Mar
Publishing date	Fri 21 Apr

3/2023

Booking date	Wed 17 May
Material date	Wed 31 May
Publishing date	Fri 4 Aug

4/2023

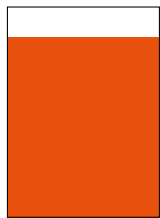
Booking date	Thu 24 Aug
Material date	Wed 6 Sep
Publishing date	Fri 6 Oct

5/2023

Booking date	Thu 12 Oct
Material date	Wed 25 Oct
Publishing date	Fri 24 Nov

Advertisement prices and sizes

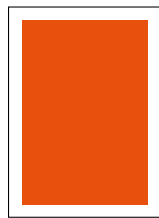
Advertisement materials: Print-ready PDF | Image resolution 300 dpi | Colours: CMYK | Material delivery: adverts@keliakialiitto.fi
Repeat discount 20% | Specified position surcharge 10% | VAT 0%



Back cover
€3,900
210 x 272 mm
+ 3 mm bleed



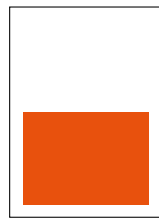
Front inner cover
€3,150
210 x 297 mm
+ 3 mm bleed



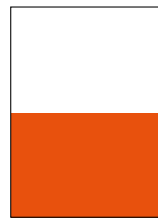
1/1 page
€2,850
180 x 267 mm



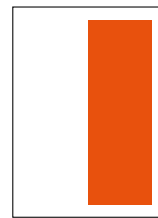
1/1 page
€2,850
210 x 297 mm
+ 3 mm bleed



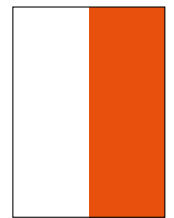
1/2 page horizontal
€2,000
180 x 131.5 mm



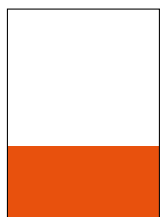
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€2,000
210 x 146.5 mm
+ 3 mm bleed



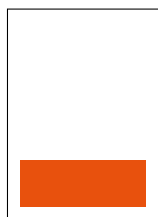
1/2 page vertical
€2,000
88 x 267 mm



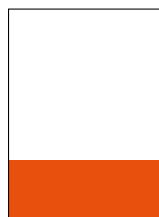
1/2 page vertical
€2,000
103 x 297 mm
+ 3 mm bleed



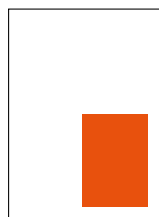
1/3 page horizontal
€1,600
210 x 100 mm
+ 3 mm bleed



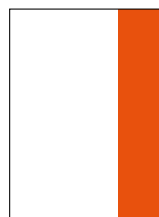
1/4 page horizontal
€1,100
180 x 63.75 mm



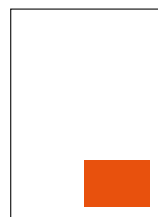
1/4 page horizontal
€1,100
210 x 78.75 mm
+ 3 mm bleed



1/4 page vertical (2 col.)
€1,100
88 x 131.5 mm



1/4 page vertical (1 col.)
€1,100
57 x 297 mm
+ 3 mm bleed



1/8 page
€680
88 x 63.75 mm

INSERTS

in the *Gluteeniton elämä* magazine

SMALL INSERTS, smaller than A4
(max. 10 g) €0.15 / address

MEDIUM-SIZED INSERTS (25 g or less)
€0.25 / address
+ possible plastic wrapping costs

LARGE INSERTS (over 25 g)
€0.40 / address
+ possible plastic wrapping costs