



# OMA

A I K A

14 issues per year

Readership **49 000**

Reads per issue **2.7**

Time spent reading **79 minutes**

National Media Survey KMT 2018

*Oma Aika* is a lifestyle magazine for the 50+ generation. Each issue delves into relevant information of health, travel, finances and legal matters. *Oma Aika* offers readers a real-look at real-people with entertaining and touching stories.

## Schedule 2019

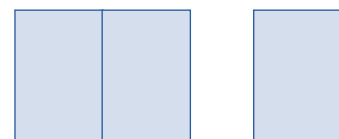
Issue	Pub. date	Ad deadline	Theme
1	2.1.2019	30.11.2018	Food, weight control and age. Hearing issues and age-related problems. Morocco. Skiing in the Alps. How to dress for your age.
2	30.1.	4.1.	Help for upper digestive disorders. Bunions. Slovenia. Madera's gardens. Finally free. Transitioning into retirement.
3	20.2.	25.1.	Osteoporosis. Vegetarian eating guide. Rome. Stockholm's Kransen district. Tricks for home storage and organisation.
4	13.3.	15.2.	How do you recognise depression? Ringing in the ears. Barcelona. Zagreb. Why gardens make you happy.
5	10.4.	15.3.	Memory issues. Bergen. Naantali. Easter special.
6	8.5.	12.4.	Heart arrhythmia. Yoga retreats in Italy. Kotka. Spring's beautiful greenery.
7	29.5	3.5.	Alcohol and age-related tolerance. Turku Archipelago. Seville. Summer cottages.
8	19.6.	23.5.	Thyroid problems. Food travel in Estonia. Gotland. Summer grilling.
9	24.7.	28.6.	Identify and treat bowel problems. Paddling in Finland, Dublin. Plus: Carbon footprint.
10	14.8.	19.7.	Daily exercise. 10-minutes quick training. Sugar-free life. Kilpsijärvi, East London. Beauty for 50+.
11	4.9.	9.8.	How age affects eye sight. Venice. Home lighting.
12	25.9.	30.8.	Dream traveling. Literature special. All about moles. Crete. Testaments and wills.
13	23.10.	27.9.	Tips to a good night's sleep. Azores, Brussel's vintage shops.
14	27.11.	1.11.	Body and mind and psycho-physical therapy. Berlin's Christmas markets. Finnish design treasures.

More information [fokusmedia.fi/media/oma-aika](http://fokusmedia.fi/media/oma-aika)

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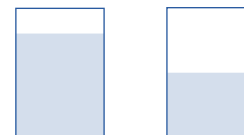
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## Advertising sizes



Spread  
440 x 285 mm

1/1  
220 x 285 mm



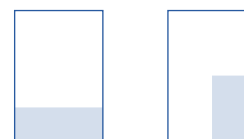
Back cover 1/1  
220 x 250 mm

1/2 horizontal  
220 x 137 mm



1/2 vertical  
105 x 285 mm

1/4 vertical  
52 x 285 mm



1/4 horizontal  
220 x 67 mm

1/4 corner  
105 x 137 mm

Please note! 5 mm bleed will be added.

## Rates 1.1.2019

Size	FC/€
2/1 spread	7,530
2/1 1st spread	8,650
1/1 page	4,300
1/1 2nd + 3rd cover	4,940
Back cover	4,800
1/2 page	2,700
1/4 page	1,650

+ VAT 24%  
Fixed position +10 %

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