

Gluteeniton

ELÄMÄ

FINNISH COELIAC
SOCIETY'S MAGAZINE

“Leading expertise
in the field”

Reach those following a gluten-free diet
New products are of the greatest interest

75 %
of readers always
read the ads and
25 % occasionally

Reader survey 2019

Media
information
2021



Media information 2021

Reach your target group easily

In the magazine *Gluteeniton elämä*, your advertisement gets noticed. According to our latest survey, as many as 75 % of our readers always read the advertisements and 25 % 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 will focus on healthy gluten-free choices. The second issue will be a special number featuring the 'On the Plate Expo 2021 (Lautasella 2021 -messut)'. The 'Gluteenittomia tuotteita 2021' handbook will also be published to the members as an insert in this issue. The third issue will focus on gluten-free cooking and baking in line with the theme of the Coeliac Awareness Week. The fourth issue will take a look at gluten-free services in Finland. The fifth issue will highlight gluten-free products for Christmas.

Five times a year

- The *Gluteeniton elämä* magazine is published 5 times a year.
- The edition is 21,500–24,000 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, 36th volume

Edition

Edition 21,500–24,000 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
Kaapelikatku 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

1/2021

Booking date	Thu 17 Dec.
Material date	Thu 7 Jan.
Publishing date	Thu 28 Jan.

2/2021

Booking date	Thu 4 Feb.
Material date	Wed 17 Feb.
Publishing date	Thu 18 Mar.

3/2021

Booking date	Wed 19 May
Material date	Wed 2 June
Publishing date	Thu 5 Aug.

4/2021

Booking date	Wed 25 Aug.
Material date	Wed 8 Sep.
Publishing date	Thu 7 Oct.

5/2021

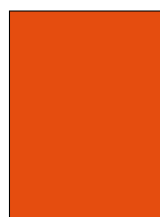
Booking date	Wed 13 Oct.
Material date	Wed 27 Oct.
Publishing date	Thu 25 Nov.

Advertisement prices and sizes

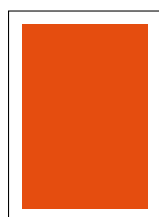
Advertisement materials: Print-ready PDF | Image resolution 300 dpi | Colours: CMYK | Material delivery: adverts@keliakialiitto.fi
Repeat discount 20% | Specified position surcharge 10% | VAT 0%



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



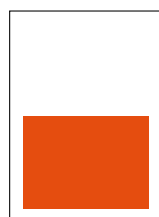
Front inner cover
€3,150
210 x 297 mm
+ 3 mm bleed



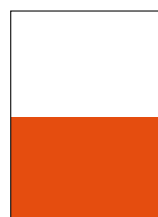
1/1 page
€2,850
180 x 267 mm



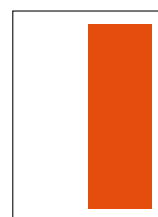
1/1 page
€2,850
210 x 297 mm
+ 3 mm bleed



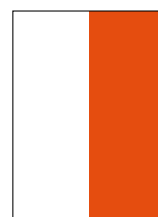
1/2 page horizontal
€2,000
180 x 131.5 mm



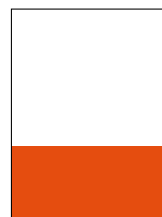
1/2 page horizontal
€2,000
210 x 146.5 mm
+ 3 mm bleed



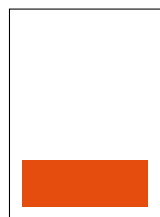
1/2 page vertical
€2,000
88 x 267 mm



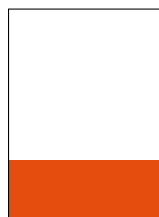
1/2 page vertical
€2,000
103 x 297 mm
+ 3 mm bleed



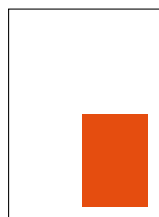
1/3 page horizontal
€1,600
210 x 100 mm
+ 3 mm bleed



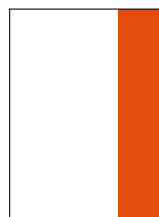
1/4 page horizontal
€1,100
180 x 63.75 mm



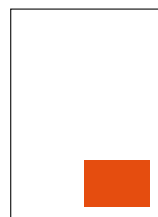
1/4 page horizontal
€1,100
210 x 78.75 mm
+ 3 mm bleed



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