

Gluteeniton

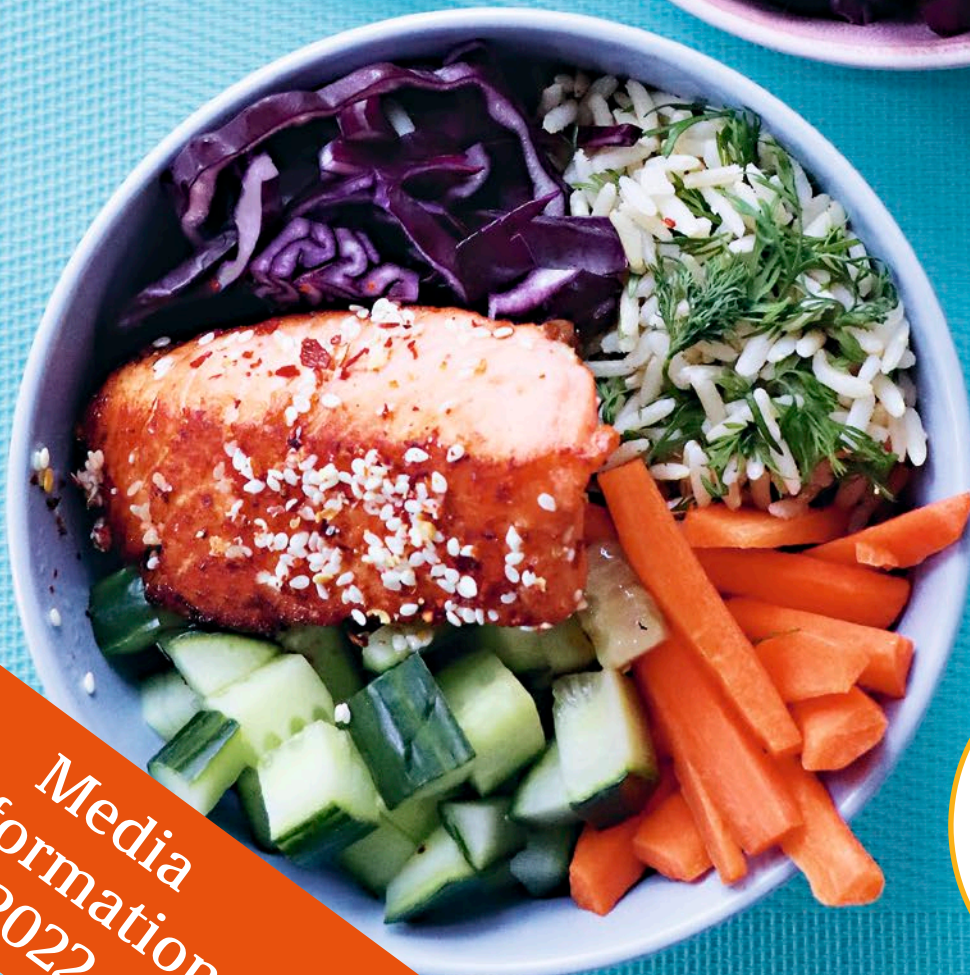
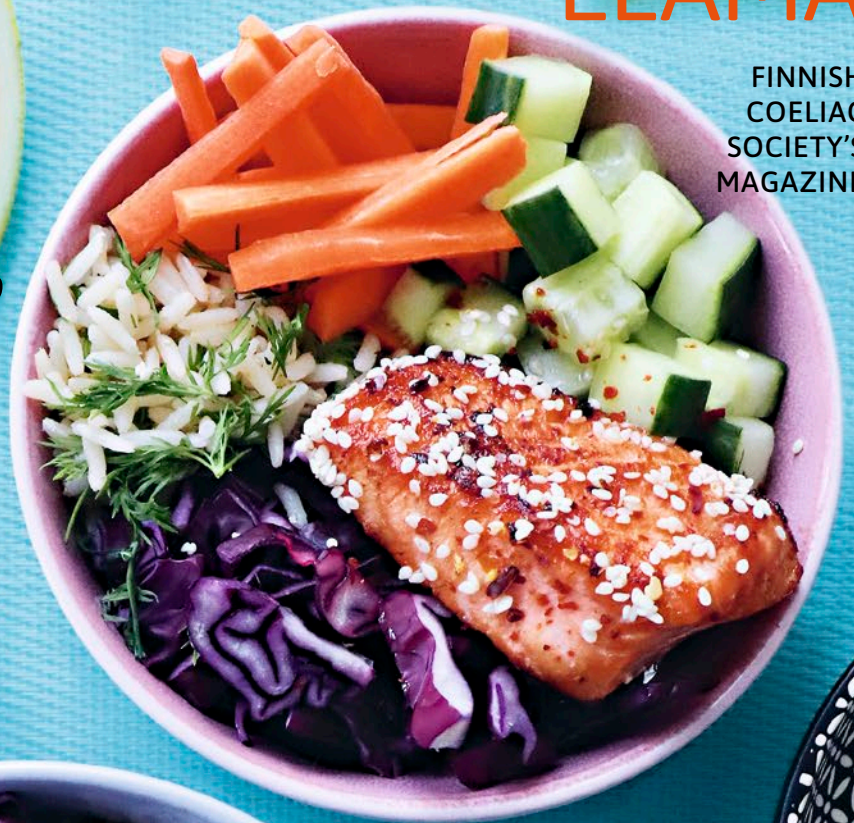
ELÄMÄ

FINNISH
COELIAC
SOCIETY'S
MAGAZINE

“Leading
expertise
in the field”

REACH THOSE FOLLOWING
A GLUTEN-FREE DIET

NEW PRODUCTS ARE OF
THE GREATEST INTEREST



73 %
of readers always
read the ads and
27 % occasionally

Reader survey 2020

Media
information
2022

Media information 2022

Reach your target group easily

In the magazine Gluteeniton elämä, your advertisement gets noticed. According to our latest survey, as many as 73 % of our readers always read the advertisements and 27 % 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 the membership benefits of the Finnish Coeliac Society. The second issue deals with gluten-free products in supermarkets. The Gluten-free products 2022 Guide will also be published to the members as an insert in this issue. The third issue focuses on health care in line with the theme of the Coeliac Awareness Week. The fourth issue will take a look at gluten-free travelling. The fifth issue highlights the gluten-free delicacies of Christmas.

Five times a year

- The Gluteeniton elämä magazine is published 5 times a year.
- The edition is 19,000–22,000 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

Publisher

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Subscription price

€38, 37th volume

Edition

Edition 19,000–22,000 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
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

1/2022

Booking date	Thu 16 Dec
Material date	Mon 10 Jan
Publishing date	Thu 27 Jan

2/2022

Booking date	Thu 17 Feb
Material date	Wed 2 Mar
Publishing date	Thu 31 Mar

3/2022

Booking date	Wed 19 May
Material date	Wed 1 June
Publishing date	Thu 4 Aug

4/2022

Booking date	Wed 24 Aug
Material date	Wed 7 Sep
Publishing date	Thu 6 Oct

5/2022

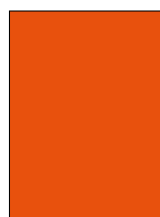
Booking date	Wed 12 Oct
Material date	Wed 26 Oct
Publishing date	Thu 24 Nov

Advertisement prices and sizes

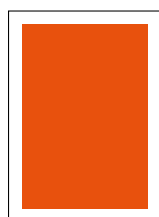
Advertisement materials: Print-ready PDF | Image resolution 300 dpi | Colours: CMYK | Material delivery: adverts@keliakialiitto.fi
Repeat discount 20% | Specified position surcharge 10% | VAT 0%



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



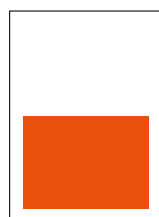
Front inner cover
€3,150
210 x 297 mm
+ 3 mm bleed



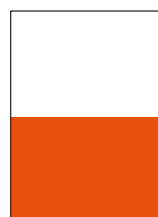
1/1 page
€2,850
180 x 267 mm



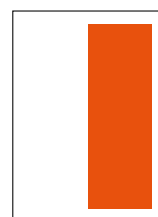
1/1 page
€2,850
210 x 297 mm
+ 3 mm bleed



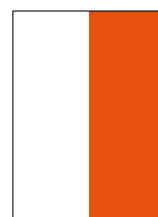
1/2 page horizontal
€2,000
180 x 131.5 mm



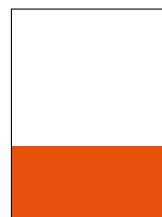
1/2 page horizontal
€2,000
210 x 146.5 mm
+ 3 mm bleed



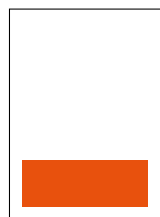
1/2 page vertical
€2,000
88 x 267 mm



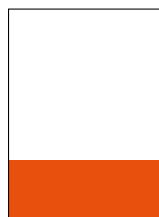
1/2 page vertical
€2,000
103 x 297 mm
+ 3 mm bleed



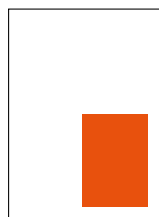
1/3 page horizontal
€1,600
210 x 100 mm
+ 3 mm bleed



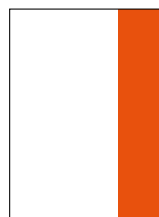
1/4 page horizontal
€1,100
180 x 63.75 mm



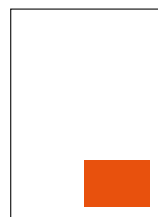
1/4 page horizontal
€1,100
210 x 78.75 mm
+ 3 mm bleed



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