

Gluteeniton

ELÄMÄ

FINNISH COELIAC SOCIETY'S MAGAZINE

New products
are of the
greatest
interest

REACH THOSE
FOLLOWING
A GLUTEN-FREE DIET

97 %

of readers
always or occasionally
read the ads

Member survey 2022

Media
information
2024

Media information 2024

Reach your target group easily

In the magazine Gluteeniton elämä, your advertisement gets noticed. According to our latest survey, as many as 49 % of our readers always read the advertisements and 48 % occasionally. The advertisements for new gluten-free products are of particular interest. Readers pick out new products and services from the advertisements to incorporate into 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, our theme is holistic well-being. We also present the benefits and advantages of Finnish Coeliac Society membership. The second issue covers topics like local tourism and gluten-free products. Members will receive the Gluten-free Products 2024 Guide inserted in this issue. The third issue focuses on the Coeliac Awareness Week theme, promoting awareness of a gluten-free diet. The fourth issue is a special edition dedicated to the Lautasella 2024 Gluten-free Expo in Helsinki. In the fifth issue, we will get into the Christmas spirit.

Five times a year

- The Gluteeniton elämä magazine is published 5 times a year.
- The edition is 19,000–22,000 copies.
- The 20,500 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 at 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

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:

Johanna Julia Lehtinen /
Johanna Julia Portraits

Publisher

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Subscription price

€38, 39th volume

Edition

Edition 19,000–22,000 copies,
addressed distribution 21,000 copies

Schedules

1/2024

Booking date	Thu 7 Dec
Material date	Mon 8 Jan
Publishing date	Fri 26 Jan

2/2024

Booking date	Thu 14 Mar
Material date	Thu 28 Mar
Publishing date	Fri 19 Apr

3/2024

Booking date	Thu 16 May
Material date	Thu 30 May
Publishing date	Fri 2 Aug

4/2024

Booking date	Thu 29 Aug
Material date	Thu 5 Sep
Publishing date	Fri 4 Oct

5/2024

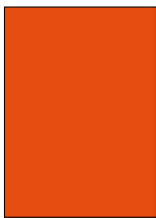
Booking date	Thu 17 Oct
Material date	Thu 24 Oct
Publishing date	Fri 22 Nov

Advertisement prices and sizes

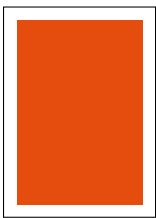
Advertisement materials: Print-ready PDF | Image resolution 300 dpi | Colours: CMYK | Material delivery: adverts@keliakialiitto.fi
Repeat discount 20% | Specified position surcharge 10% | VAT 0%



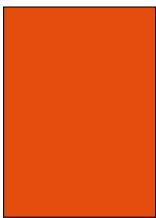
Back cover
4 100 €
210 x 272 mm
+ 3 mm bleed



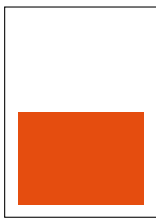
Front inner cover
3 300 €
210 x 297 mm
+ 3 mm bleed



1/1 page
3 000 €
180 x 267 mm



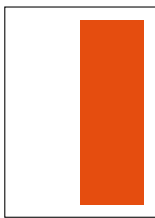
1/1 page
3 000 €
210 x 297 mm
+ 3 mm bleed



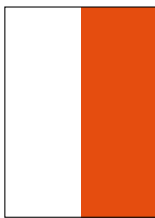
1/2 page horizontal
2 100 €
180 x 131.5 mm



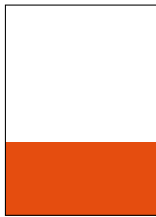
1/2 page horizontal
2 100 €
210 x 146.5 mm
+ 3 mm bleed



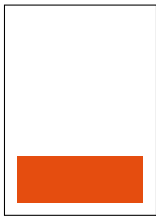
1/2 page vertical
2 100 €
88 x 267 mm



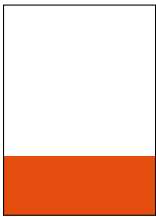
1/2 page vertical
2 100 €
103 x 297 mm
+ 3 mm bleed



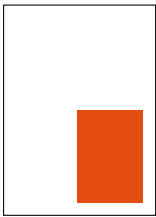
1/3 page horizontal
1 700 €
210 x 100 mm
+ 3 mm bleed



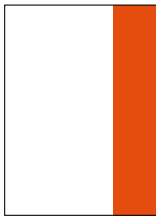
1/4 page horizontal
1 150 €
180 x 63.75 mm



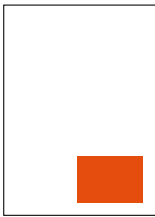
1/4 page horizontal
1 150 €
210 x 78.75 mm
+ 3 mm bleed



1/4 page vertical (2 col.)
1 150 €
88 x 131.5 mm



1/4 page vertical (1 col.)
1 150 €
57 x 297 mm
+ 3 mm bleed



1/8 page
715 €
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)
€0.27 / address
+ possible plastic wrapping costs

LARGE INSERTS (over 25 g)
€0.43 / address
+ possible plastic wrapping costs