



fit

10 issues per year

Readership 62 000

Reads per issue 2.1

Time spent reading 33 minutes

National Media Survey KMT 2020

Fit is the most popular sports and wellness media in Finland. Fit brings energy into an everyday life and helps dreams come true. Fit provides motivation for exercising, healthy eating, life changes and finding an inner balance with easy tips that work amongst the hectic life. In every issue you find the newest trends and news from the world of fitness and sports, concrete training tips, food and wellness stories, light recipes, and interviews with interesting people. All in a well informed and motivating package.

Schedule

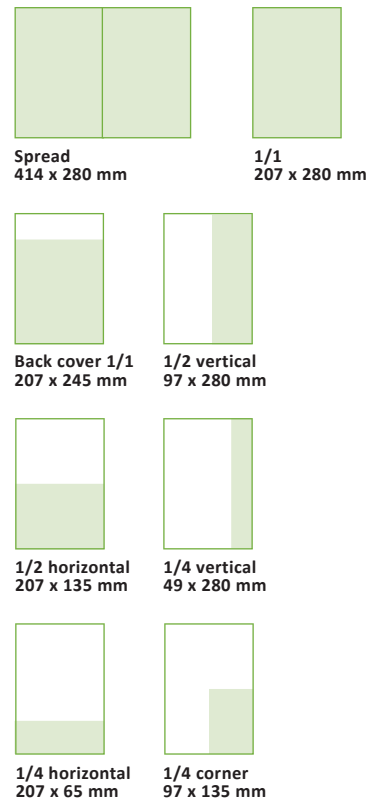
Issue	Pub.date	Ad dl	Themes
1	7.1.2021	9.12.2020	Find the joy of the movement. The perfect foundation fitness programme. Buyer's guide to workout leggings. Testing convenience soups. Tips for winter skincare.
2	3.2.	8.1.	Inspiring winter sports. Sporty base layers. Energising citrus recipes. Scalp issues.
3	3.3.	4.2.	Get ready for running season: runner's yoga routine, train the feet, new equipment. Pasta recipes. Treat your lips.
4	7.4.	10.3.	Cycling season is here: find the right bike, build a great squat habit, new gadgets. Testing protein snacks. Water-free cosmetics.
5	12.5.	16.4.	Hiking guide: best trails, equipment, and foods. Fix your posture. Filling salads. Sunscreens.
6	16.6.	20.5.	Quick outdoors workout. Train your middle. Fall for trail running. Testing light summer drinks. Veggie BBQ. Turn your sauna into a home spa.
7	11.8.	14.7.	Workout energy: three motivation-boosting routines. Sports fashion of the season. Quick and nourishing breakfasts. Pamper your body.
8	15.9.	19.8.	Weekday meals: find your rhythm, nutrition guide, easy dinner recipes. More muscle. Glowing skin.
9	20.10.	24.9.	Home workout: quick routines, equipment and best online workouts and apps. Strong joints. Sandwiches. Allergy-friendly cosmetics.
10	24.11.	29.10.	Beat stress: gentle sports, best tips and relaxing home outfits. Feel-good treats. Organic makeup.

More info fokusmedia.fi/media/fit

FOKUS MEDIA

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Please note! 5 mm bleed will be added.

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back cover	3 500
1/2 page	1 900
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