

# MEDIA CARD 2025



## KOTI JA KEITTIÖ

12 issues per year

Average issue readership (print) 96 400  
 Total reach 120 400  
 (print + 1 week digital)  
 Times read (print) 2  
 -Time spent reading an issue (print) 52 min

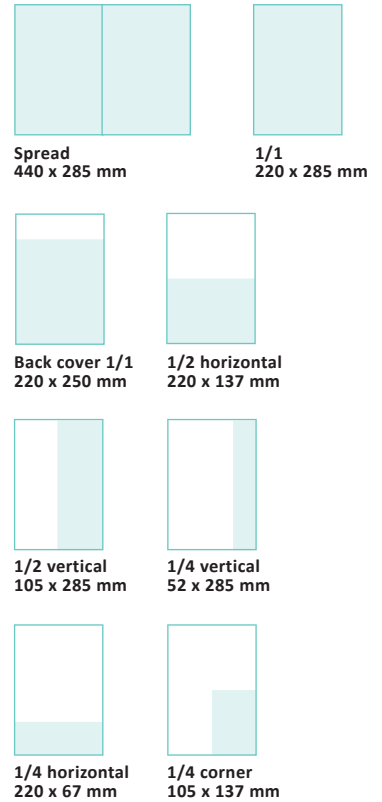
National Media Survey KMT 2024

**Koti ja keittiö** is warm and easy-going interior and decor magazine with good quality – also most versatile in Finland. In every issue you find useful ideas of the season, newest trends, classic price comparison column and the most beautiful Finnish homes – every home has its own story to tell. You can find an article on delicious recipes, gardening and beloved “Ask about old items” column in every issue. Our readers are ready to put effort into a cosy and functional home. Sustainable values and layering in interior design are important to them. Koti ja keittiö reaches a large audience also in Instagram as well as through Facebook and kotijakeittio.fi website.

### Schedule

Issue	Pub.date	Ad dl	Themes
1	2.1.	9.12.2024	Serene home: living room textiles. Organize home easily. Fireplace in home garden. Best plants and season's fruits in kitchen.
2	5.2.	16.1.	Finnish design classics and interesting novelties. Find old treasures and take care of them. Enjoy gluten-free baking. Garden season starts!
3	5.3.	13.2.	Kitchen storage facilities: pantries and sculleries. Cupboards with character. Functional recycling. Delicious everyday meals. Cold-resistant plantings.
4	2.4.	13.3.	Spring fresh: Easter textiles, dishes and bouquets. Season's wines and asparagus treats. Decorate with art. Grow your own citrus.
5	30.4.	8.4.	Ready for summer! Romantic summer room made of recycles. Summer kitchen and terrace as living room. Spring's best cake buffet. Turn waste land into flower meadow.
6	28.5.	8.5.	Modern sauna cabin and sauna in yard. Easy Scandinavian delicacies for Midsummer. Charming perennials.
7	2.7.	10.6.	Marine and fresh decoration style. Oulu housing fair: top attractions and ideas. Domestic fish meals. Landscape designer's best garden tips.
8	6.8.	17.7.	Traditional harvest seasons' colours and designs. Stylish and functional home for pets. Local food.
9	3.9.	14.8.	It's Habitare time! Autumn trends and furniture. DIY lovely flower art.
10	1.10.	11.9.	Small bathroom, many users: fix storage and lighting. Bathtubs for small space. Travel tips for fall vacation. Japanese kitchen.
11	29.10.	9.10.	Create a space for rest and recovery. Festive season's lights and lanterns. Christmas party treats and sparkling wines.
12	19.11.	30.10.	Christmas special: beautiful homes, sustainable gift and decoration ideas and treats.

### Advertising sizes



Please note! 5 mm bleed will be added.

### Rates 1.1.2025

Size	FC/€
2/1 spread	9 050
2/1 1. spread	9 850
back cover	5 780
1/1 page	4 980
2. and 3. cover	5 480
1/2 page	3 550
1/4 page	2 150

Fixed position +10 %  
 + VAT 25,5 %

Please send PDF materials to  
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