



OMA A I K A

14 issues per year

Readership **49 000**

Reads per issue **2.7**

Time spent reading **79 minutes**

National Media Survey KMT 2018

Oma Aika is a lifestyle magazine for the 50+ generation. Each issue delves into relevant information of health, travel, finances and legal matters. *Oma Aika* offers readers a real-look at real-people with entertaining and touching stories.

Schedule 2019

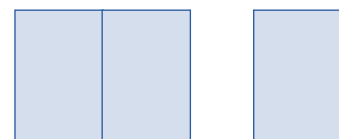
| Issue | Pub. date | Ad deadline | Theme |
|-------|-----------|-------------|--|
| 1 | 2.1.2019 | 30.11.2018 | Food, weight control and age. Hearing issues and age-related problems. Morocco. Skiing in the Alps. How to dress for your age. |
| 2 | 30.1. | 4.1. | Help for upper digestive disorders. Bunions. Slovenia. Madera's gardens. Finally free. Transitioning into retirement. |
| 3 | 20.2. | 25.1. | Osteoporosis. Vegetarian eating guide. Rome. Stockholm's Kransen district. Tricks for home storage and organisation. |
| 4 | 13.3. | 15.2. | How do you recognise depression? Ringing in the ears. Barcelona. Zagreb. Why gardens make you happy. |
| 5 | 10.4. | 15.3. | Memory issues. Bergen. Naantali. Easter special. |
| 6 | 8.5. | 12.4. | Heart arrhythmia. Yoga retreats in Italy. Kotka. Spring's beautiful greenery. |
| 7 | 29.5 | 3.5. | Alcohol and age-related tolerance. Turku Archipelago. Seville. Summer cottages. |
| 8 | 19.6. | 23.5. | Thyroid problems. Food travel in Estonia. Dublin. Summer grilling. |
| 9 | 24.7. | 28.6. | Identify and treat bowel problems. Paddling in Finland, Gotland. Community hobbies. |
| 10 | 14.8. | 19.7. | Daily exercise. 10-minutes quick training. Kilpsijärvi, East London. Beauty for 50+. |
| 11 | 4.9. | 9.8. | How age affects eye sight. Venice. Home lighting. |
| 12 | 25.9. | 30.8. | All about moles. Crete. Testaments and wills. |
| 13 | 23.10. | 27.9. | Tips to a good night's sleep. Azores, Brussel's vintage shops. Literature special. |
| 14 | 27.11. | 1.11. | Body and mind and psycho-physical therapy. Berlin's Christmas markets. Finnish design treasures. |

More information fokusmedia.fi/media/oma-aika

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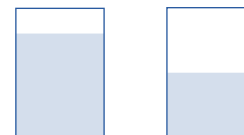
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Advertising sizes



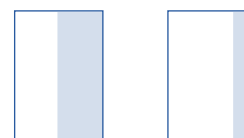
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1/1
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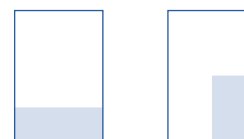
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1/2 horizontal
220 x 137 mm



1/2 vertical
105 x 285 mm

1/4 vertical
52 x 285 mm



1/4 horizontal
220 x 67 mm

1/4 corner
105 x 137 mm

Please note! 5 mm bleed will be added.

Rates 1.1.2019

| Size | FC/€ |
|---------------------|-------|
| 2/1 spread | 7,530 |
| 2/1 1st spread | 8,650 |
| 1/1 page | 4,300 |
| 1/1 2nd + 3rd cover | 4,940 |
| Back cover | 4,800 |
| 1/2 page | 2,700 |
| 1/4 page | 1,650 |

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