

Gluteeniton

ELÄMÄ

Products are
of the greatest
interest

FINNISH COELIAC
SOCIETY'S
MAGAZINE

Reach individuals
following a gluten-free diet

New items are
identified through
the advertisements

Media
information
2025



Products and services captivate the readers' interest

Advertisements hold significant value for the readers of Gluteeniton elämä magazine, who review them thoroughly. New gluten-free products are particularly compelling in the ads. Readers often select new products and services from the advertisements to incorporate into their daily lives. They also actively request their local shops to stock these newly advertised items. Therefore, advertising in the magazine is a smart investment!

"A high-quality, engaging and diverse magazine."

In the first issue of the year, the focus is on a healthy gluten-free diet. We will also highlight the benefits and perks of membership in the Finnish Coeliac Society. The second issue will explore gluten-free products and online shopping. Members will receive the Gluten-free Products 2025 Guide with this issue. The third issue will center around the Coeliac Awareness Week, emphasizing improvements in gluten-free options at grocery stores. The fourth issue will discuss gluten-free living in later life. The fifth issue will feature gluten-free Christmas treats.

Five times a year

- The magazine Gluteeniton elämä is published five times a year.
- The print run is between 18,500–22,000 copies.
- The 20,000 members of the coeliac associations receive the magazine as a membership benefit.
- Members also have access to a digital edition online.
- The magazine is distributed at various events hosted by the Finnish Coeliac Society and local coeliac associations, as well as during training sessions for professionals in the catering and healthcare sectors.

Publisher

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Subscription price

€38, 40th volume

Edition

Edition 18,500–22,000 copies,
addressed distribution 19,000 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

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:

Cover photo: Krista Luoma

Schedules

1/2025

Booking date Thu 12 Dec
Material date Tue 7 Jan
Publishing date Fri 31 Jan

2/2025

Booking date Thu 7 Mar
Material date Thu 13 Mar
Publishing date Fri 11 Apr

3/2025

Booking date Thu 15 May
Material date Thu 29 May
Publishing date Fri 1 Aug

4/2025



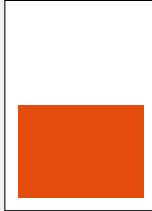
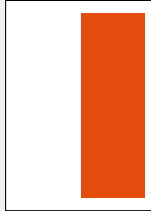
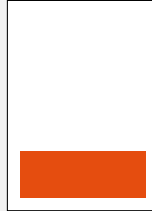
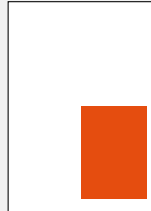

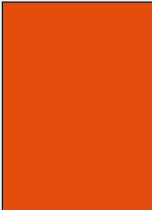
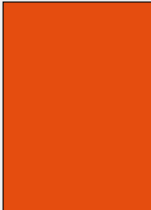
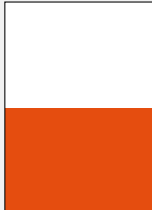
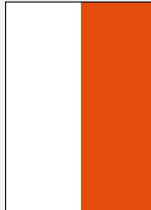

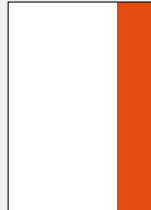
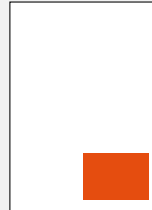
Booking date Thu 28 Aug
Material date Thu 4 Sep
Publishing date Fri 3 Oct

5/2025

Booking date Thu 23 Oct
Material date Thu 30 Oct
Publishing date Fri 28 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 267 mm + 3 mm bleed	1/1 page 3 000 € 180 x 267 mm	1/2 page horizontal 2 100 € 180 x 131.5 mm	1/2 page vertical 2 100 € 88 x 267 mm	1/4 page horizontal 1 150 € 180 x 63.75 mm	1/4 page vertical (2 col.) 1 150 € 88 x 131.5 mm	1/3 page horizontal 1 700 € 210 x 100 mm + 3 mm bleed
						
Front inner cover 3 300 € 210 x 297 mm + 3 mm bleed	1/1 page 3 000 € 210 x 297 mm + 3 mm bleed	1/2 page horizontal 2 100 € 210 x 146.5 mm + 3 mm bleed	1/2 page vertical 2 100 € 103 x 297 mm + 3 mm bleed	1/4 page horizontal 1 150 € 210 x 78.75 mm + 3 mm bleed	1/4 page vertical (1 col.) 1 150 € 57 x 297 mm + 3 mm bleed	1/8 page 715 € 88 x 63.75 mm