



pientalo ja piha -magazine

For many Finnish people Pientalo ja piha -magazine is the only regular distributed lifestyle and household magazine. That is why Pientalo ja piha is the biggest lifestyle and household magazine in Finland - delivered to almost 1,3 million households around Finland.

Printed magazine is very efficient marketing channel. The appearance, content and adverts are main requirements for interesting and useful magazine. Pientalo ja piha -magazine is built so that it is useful in everyday life and pleasant to read, both for women and men. Content follows well considered concept, so readers can easily find their favourite columns.



THEME:
Wonderful and inspiring home introductions



FOR EVERY NEED:
Products and devices in all price categories



OUTSIDE WITH EVA:
Eva Wuite's garden column



BUILDER:
All type of household renovating



SMALL HOUSE FOODIES:
Recipes and tips for foodlovers



10+1:
Ten + one current product novelties



DO IT YOURSELF?
Ideas to do it yourself people



TO HIM & HER:
Product novelties for house owners

Issue	Appears (week)	Content & themes
1/2017	23.3. (week 12)	House doctor: Additional development construction For every need: Bathroom fixture Builder: New garage door H&H: Let's go to sauna!
	Material 24.2.	
2/2017	20.4. (week 16)	House doctor: Facade For every need: Greenhouses Builder: Light stairway to summercottage H&H: All you need in outdoor kitchen
	Material 17.3.	
3/2017	18.5. (week 20)	House doctor: Subsurface drainage and rainwatersystems For every need: Swimming pools, jacuzzis and bathing tubs Builder: Vinyl cladding H&H: Summer games and toys
	Material 13.4.	
4/2017	21.9. (week 38)	House doctor: Ventilation For every need: Patio glass systems Builder: New kitchen H&H: Garden lightning
	Material 18.8.	
5/2017	26.10. (week 43)	House doctor: Apartment deals For every need: Sauna stoves Builder: Bathroom renovation H&H: Bedroom furnishing
	Material 22.9.	

**HOUSE DOCTOR
CONTINUES HIS
EXAMINATIONS!**



Themes and content varies in each issue and they follow the normal life cycle of small house living. At winter we concentrate to the insides, at summer we are more outside.

Useful and premium content is always interesting to read. Perhaps that's why the average reading time of Pientalo ja piha -magazine is over 30 minutes! 55 % of our readers are women and 45 % are men. This tells that our content is versatile.

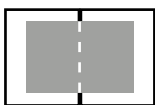
Pientalo ja piha -magazine is the biggest nonaligned household magazine in Finland. To reach such a big target group cost-effectively is difficult with other medias. Pientalo ja piha -magazine is the only regularly distributed magazine for many Finnish people. House owners have a high purchasing power and they always need new products and services to their home and garden.

2017 prices and sizes:

Advert	Size (width x height)	Price (VAT 0 %)
Market place	90 x 60 mm	2 900 €
1/4 page	90 x 125 mm	5 900 €
1/3 page	70 x 255 mm	7 900 €
1/2 page (horizontal)	185 x 125 mm	10 900 €
1/2 page (vertical)	90 x 255 mm	10 900 €
1/1 page	205 x 273 mm + 5 mm bleeds	19 500 €
2nd / 3rd cover	205 x 273 mm + 5 mm bleeds	21 500 €
Back cover	205 x 273 mm + 5 mm bleeds	22 500 €
2/1 spread	410 x 273 mm + 5 mm bleeds	35 500 €

Enclosures and special solutions:

Ask for more special solutions from your contact person.



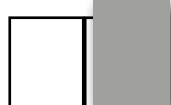
Whole edition only

STAPLED ENCLOSURE is usually placed to the middle spread, but also between cover and sheets, or between sheets. Maximum width is 205 mm.



Primarily whole edition

GLUED ENCLOSURE is placed to 3rd page (on top of contents) or to the first page of the second sheet. Maximum weight of the enclosure is 20 g, maximum measurements are 148 x 210 mm (A5).



SPECIALITY!
Only one per magazine!

GLUED ENCLOSURE is placed to the first half of the magazine with a drop of glue. The height can be maximum 10mm higher than the magazine itself.



**Pientalo ja piha
-digital magazine**

A digital Pientalo ja piha -magazine is released together with printed magazine. Also digital magazine is free for consumers.



Every issue is measured

We measure reading and observation values of every issue with a Webropol survey. The survey is free for advertisers.



Made in Finland

Pientalo ja piha -magazine is now entirely made in Finland, so it has been awarded with a Key Flag Symbol.