

Kodukiri

Kodukiri (Home Writings) is a magazine on home-related topics that published its first issue in the autumn of 1992. Kodukiri, a magazine on an average of 92 pages, inspires its readers to use creativity, taste and environmental awareness in their home improvement.

CONTENT

The prevalent topics in Kodukiri are interior design, repairs, renovation, gardening, cuisine, arts and crafts. Kodukiri offers its readers both inspiring ideas and also practical tips for their implementation; the magazine also helps the reader to select interior and domestic products. Every issue of the magazine presents at least two Estonian homes and one garden, introducing also the values of their creators. In addition, the magazine showcases world designs and trends and offers a view into some characteristic home abroad. Every Kodukiri includes at least 8 new recipes from the cuisine editor Pille Enden and a review of kitchen tools. The gardening section features a main gardening article and also know-how on new plants, garden design etc. The Kodukiri arts and crafts section places emphasis on easily implementable solutions. Useful tips are also found in the pets section. Since April 2005 the magazine Aed (Garden) is published Ajakirjade Kirjastus and is compiled by the Kodukiri gardening editorial board. In 2014 Aed, directed at both hobby gardeners and beginners, will appear on more pages and with fresher content.

EDITORIAL BOARD

The Kodukiri editorial board has 7 members and the editor in chief is Malle Pajula.

READER

Kodukiri has **32 000** readers. Over half of the readers are „white collar“, almost a fifth are men. About 67% of the Kodukiri readership is aged 30-59. These are people whose priorities in life are the issues related to home and garden and who seek the magazine's professional help and advice in these topics.



Publisher AS Ajakirjade Kirjastus

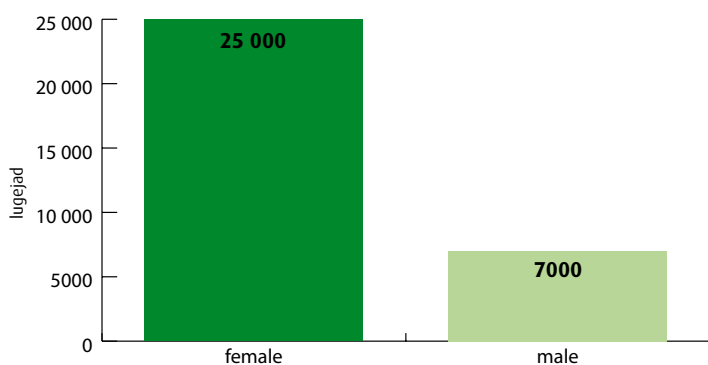
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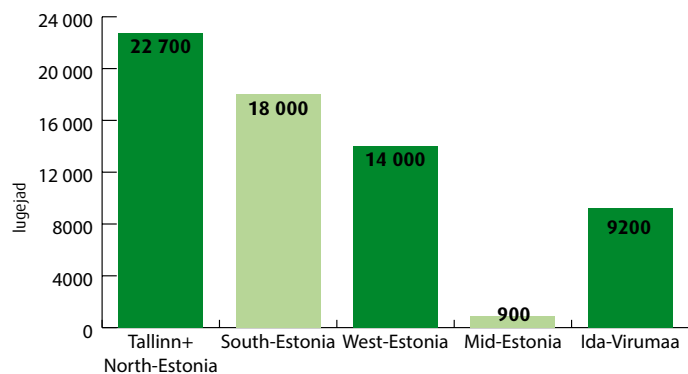
Kodukiri

READER

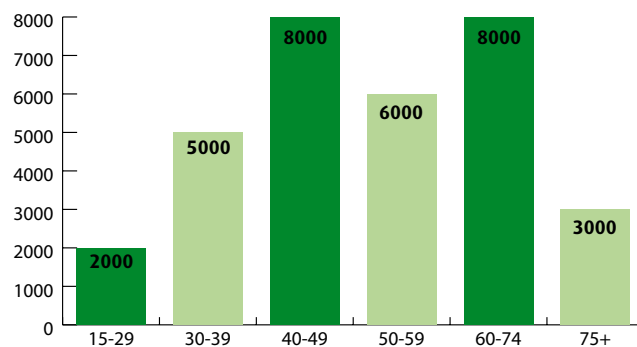
Kodukiri readers



Kodukiri readers by region



Kodukiri readers by age



Source: EMOR, Turu-uuringute AS, 2016 third and second quarter

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special editions



Estonia's only gardening magazine **AED** (Garden) is published since April 2005 by Ajakirjade Kirjastus and is compiled by the Kodukiri gardening editorial board.

Magazine **AED** has 20 000 readers.

The Kodukiri supplement **AED** is meant for both beginners and experienced hobby gardeners. Aed visits Estonia's beauty and resource gardens, presents gardeners and garden designers, new and exciting plants and tools. Great emphasis is placed on seasonal jobs and garden maintenance. The crown jewel of the magazine is its selection of high-quality and well-displayed photos that inspire people to deal with gardening. Aed is published twice in 2014 – in March and July. Every issue is sold in retail for three months.



The first issue of **Suvekodu** (Summer Home), a summer supplement of Kodukiri, was published in 2004. This magazine helps both an owner of a new log cottage and anyone sprucing up an old farm site. Suvekodu visits three cozy summer homes or cottages and shares advice on real estate, renovation, gardening and free time. The magazine is also full of arts and crafts, simple interior design and gardening tips and summer recipes.

Advertising price list

Size	1 page	1/2 page	1/3 page	1/4 page	Back cover	Inside back cover	Page 2	Double page	Double page (2-3 p)
Dimensions (width x height)	210x280	210x137 or 102x280	210x90 or 72x280	210x71	210x280	210x280	210x280	(210x280) x2	(210x280) x2
Framed		184x121	184x79 või 90x247	184x58					
Price	1400	800	600	500	2000	1600	1800	2200	2800
Product news	320								

*20% additional charge for placing an advertisement before center.

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