



TYÖ TERVEYS TURVALLISUUS



Advertise in the versatile channels of TTT MAGAZINE

Reach Finnish professionals, authorities and policymakers in work well-being and occupational health and safety.

- **NEW!** Advertorials on our website at tttlehti.fi
- Advertisements and advertorials in TTT print magazine
- TTT e-newsletter
- TTT website
- Tailored direct e-mails
- Advantageous package solutions

For its readers, TTT is a *professional, topical, versatile, trustworthy* and *useful* medium in developing occupational safety, work well-being, and occupational health.

TTT MAGAZINE READERS:

- 94 % are interested in occupational safety and health training and education.
- 91 % are interested in new products.
- 78 % are involved in occupational safety and health procurement.
- 79 % work in occupational safety and health.
- 14 % work in HRM.
- 5 % work in occupational health care.

TTT MAGAZINE READERS WORK IN

- 25 % industry and production
- 25 % public services
- 17 % health and well-being
- 7 % professionals and IT
- 6 % education
- 5 % trade

82 %

of the readers regard TTT magazine as their most important source of information in the field.

Reach over
55,000
professionals.

Advertisement sales
Jaana Koivisto
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Tel. +358 3 4246 5370

Website
www.tttlehti.fi



TYÖ TERVEYS TURVALLISUUS

Average reader reads each TTT issue **2.5** times.

Each TTT issue has **5** readers.

THE DATA IS BASED ON TTT READER POLL 2016 (767 RESPONDENTS) CARRIED OUT BY FOCUS MASTER LTD.

DATES OF ISSUE, THEMES AND ADDITIONAL DISTRIBUTIONS 2020



PUBLICATION DATE
FEB 5, 2020

Training and education, work introduction

- Finnish Circular Economy News newsletter, Finnish Chemical Magazine newsletter, and Tunne & Mieli newsletter subscribers



PUBLICATION DATE
SEPT 2, 2020

Ergonomics, work well-being support

- EuroSafety and Work Wellbeing trade fairs, Tampere Sept 8–10
- Dream Workday Oct 2



PUBLICATION DATE
MARCH 18, 2020

Remote work and remote work tools

- Work Goes Happy, Helsinki, March 24
- Nollis Zero Accident seminar, Tampere May 5–6



PUBLICATION DATE
OCT 14, 2020

Exposure agents, occupational diseases

- New occupational safety managers



PUBLICATION DATE
MAY 13, 2020

Occupational health, protective devices and other products

- The Finnish Association of Occupational Health Nurses



PUBLICATION DATE
NOV 25, 2020

Work community roles, working life skills

- Finnsafe 50 -seminar, Tampere November 25–26
- Henry association
- Kollega.fi
- Finnish Circular Economy News newsletter, Finnish Chemical Magazine newsletter, and Tunne & Mieli newsletter subscribers

TTT magazine issues will be distributed at the Finnish First Aid Training Ltd events.

Issue	1	2	3	4	5	6
Reservations by	Jan 17	Feb 28	Apr 23	Aug 14	Sept 25	Nov 6
PDF material	Jan 23	Mar 5	Apr 28	Aug 20	Oct 1	Nov 12
Publication date	Feb 5	Mar 18	May 13	Sept 2	Oct 14	Nov 25



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Material requirements:

Material delivery to:
ilmoitukset@tttlehti.fi
Print-ready digital material: PDF file
Inserts: Punamusta / Sitomo
Viksbergintie 2–4, FI-30300 Forssa
Material instructions:
www.punamusta.com

Technical instructions and advice:

Antti Rikassaari
Tel. +358 40 512 0998
antti.rikassaari@punamusta.com
Column width 25 mm
Printing technology offset rotation

Printing house contact information

Place of printing: Punamusta
Address: Esko Aaltosen katu 2
FI-30100 Forssa
Average circulation 5,200
Special issues with extra edition

TTT PRINT MAGAZINE ADVERTISEMENT RATES FROM JAN 1, 2020 ON

For advertisers in Finland, a 24 % VAT will be added to the rates
(does not apply to advertisers outside Finland).

Size or place	Width x height mm	4-colour
Inside cover (p. 2)	220 x 280 + 5 mm	€ 3,200
Inside back cover	220 x 280 + 5 mm	€ 3,200
Back cover	220 x 254 + 5 mm	€ 3,600
2/1 spread	440 x 280 + 5 mm	€ 4,900
	Advertorial	€ 5,050
	Turnkey advertorial	€ 5,800
1/1 page	220 x 280 + 5 mm	€ 2,900
	Advertorial	€ 3,000
	Turnkey advertorial	€ 3,600
½ p. vertical	108 x 280 + 5 mm	€ 2,200
½ p. horizontal	220 x 138 + 5 mm	€ 2,200
	Advertorial	€ 2,260
1/3 p. horizontal	220 x 85 + 5 mm	€ 1,700
	Advertorial	€ 1,760
¼ p. vertical	45 x 280 + 5 mm	€ 1,200
¼ p. horizontal	220 x 60 + 5 mm	€ 1,200

Advertisements with 5 mm bleed. Repeat discount 10 %. Media agency discount 15 %.

BUILDING GOOD WORKING LIFE COLUMN

¼ p. vertical/horizontal	45 x 248 or 94 x 122	€ 750
1/8 vertical/horizontal	45 x 122 or 94 x 59	€ 450
1/16	45 x 59	€ 300

Material instruction:

Advertorials are based on material (text, picture, logo) provided by the customer. Picture and logo resolution 300 dpi.

Turnkey advertorials (text, layout) are provided by TTT Magazine, and include material copyright after the publication.

Advertisement layout fee:

Print magazine advertisement layout according to the script.

- Spread layout fee € 150
- Page layout fee € 100
- ½ p. or smaller, layout fee € 60

Reclamations:

By e-mail within 14 days after publication date. The magazine assumes no responsibility for errors, with the exception of possible compensation not exceeding the advertisement rate.

Cancellations:

Advertisement reservations can be cancelled by e-mail by the reservation deadline. If the reservation is cancelled later, 50% of the advertisement rate will be invoiced.

Copyright liability:

The advertiser is obliged to ensure that the advertisement material does not violate anyone's copyright.



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TTT MAGAZINE ADVERTORIALS

Size or place	Width x height mm	4-colour
2/1 spread	440 x 280 + 5 mm	€ 5,050
1/1 p.	220 x 280 + 5 mm	€ 3,000
½ p. horizontal	220 x 138 + 5 mm	€ 2,260
½ p. vertical	108 x 280 + 5 mm	€ 2,260
1/3 p. horizontal	220 x 85 + 5 mm	€ 1,760

The rates are for ready-made materials provided by the customer. For turnkey advertorials, extra charge for text is EUR 300–600, and possible photo shoot EUR 200–250. A 24% VAT will be added to the rates (does not apply to advertisers outside Finland).

EXAMPLE

1/1 p. Turnkey advertorial

- rate € 3,600
- based on interview with customer
- reservations two months prior to publication date
- 2,000–2,700 characters
- two revision rounds
- photo stock image
- published on print magazine's work, health, or safety theme pages

EXAMPLE

Turnkey advertorial + extra visibility

- rate 1/1 p. € 4,800
- rate 2/1 spread € 6,800
- published on print magazine's work, health, or safety theme pages
- teaser with picture in newsletter, link to website article
- two month visibility on website www.tttlehti.fi, teaser on the front page and throughout the child pages
- whole article on the Articles child page with text, pictures, videos, and links

ADVERTISEMENT

SPREAD YOUR MESSAGE **THROUGH TTT MEDIA**



ADVERTORIALS IN TTT MEDIA provide you an opportunity to present your products, services, and business in extensive articles. You can produce the article yourself, or it can be produced by us.

WE OFFER YOU an audience interested in work well-being, occupational health, occupational safety, and human resources. TTT magazine is a trustworthy, well established media. For 82% of our subscribers, TTT is the most important source of information in the field. 97% of our readers are satisfied with the print magazine, and 83% are satisfied with the newsletter.

ADVERTORIALS are placed in the print magazine together with other articles in relevant sections, which are work, occupational health, and occupational safety. Advertorials differ from journalistic articles by layout. Moreover, the word MAINOS (advertisement) will be added on top of each advertorial.



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ACCORDING TO TTT NEWSLETTER READER SURVEY

- each newsletter is read for **8.7 minutes** on average
- **83%** of subscribers are satisfied with the newsletter

ADVERTISEMENT INTERESTS

- **80%** are interested in event and training advertisements
- **75%** health and well-being services
- **74%** leisure activities
- **54%** other work protection products
- **53%** work and safety shoes
- **50%** other protective devices

TTT NEWSLETTER ADVERTISEMENT RATES

The TTT e-Newsletter will be published 14 times during 2020.

The publication dates are the following Thursdays:

Jan 16, Feb 6, Feb 27, March 19, Apr 16, May 14, June 4, Aug 13, Sep 3, Sep 24, Oct 15, Nov 5, Nov 26, and Dec 17.

The newsletter has about 30,000 subscribers, interested in work well-being, occupational health, occupational safety, and human resources.

A 24% VAT will be added to all rates (does not apply to advertisers outside Finland).

Banners	Rate (includes a follow-up report)
Top banner under header (270 x 225 px) <ul style="list-style-type: none"> • Format jpg, png or gif 	€ 800
Banner between news items (560 x 200 px) <ul style="list-style-type: none"> • Format jpg, png or gif 	€ 750
Text advert with picture or logo between news items <ul style="list-style-type: none"> • Headline + text (max. 300 characters incl. spaces) + pic or logo • Pic/logo size 270 x 270 px 	€ 750
Job advert with picture or logo between news items <ul style="list-style-type: none"> • Headline + max. 300 characters (incl. spaces) + pic or logo • Pic/logo size 270 x 270 px • Visibility on www.tttlehti.fi frontpage included 	€ 750
Repeat discount 15 %. No media agency discount.	

Reservations and material delivery by Thursday on the week before publication date.

Banner layout fee € 60.

➔ **See a sample newsletter.**

➔ **Subscribe for newsletter.**

NOTE!

You can also choose a tailored advert e-mail, which also reaches over 30,000 professionals of work well-being, occupational health, occupational safety, and HR professionals.

➔ **See the direct e-mail media card here.**





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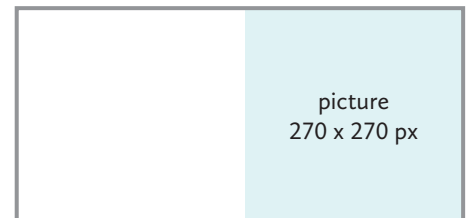
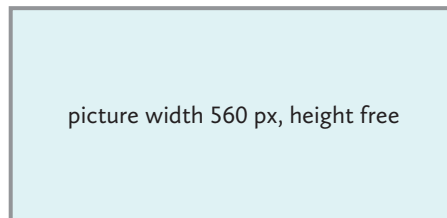
Material delivery:

ilmoitukset@tttlehti.fi

TAILORED DIRECT E-MAIL

Direct e-mail advertisement to over 30,000 TTT newsletter subscribers, all professionals in work well-being, occupational health, occupational safety, and human resources.

- An excellent channel for your job adverts, educational and other events, product marketing, new product launching and other messages.
- The whole message from headline, text, links, logos to layout is at your disposal only.
- Quick and easy: we produce the message layout and send the message to the recipients on the desired date.
- Reservation and material deadline is 5 working days prior to the mailing date.
- **Picture format:** jpg, png or gif
- **Picture size:** width 560 px (whole column) or 270 x 270 on the right of the text.



- **Length of text:** optional, when the text is not located beside the picture. If the text is located beside the picture, the length should be appr. 300 characters.
- Rate EUR 1,980 (+ VAT 24% for advertisers in Finland). The rate includes a follow-up report.
No media agency discount.



OUR ADVERTISERS ARE HAPPY WITH NEWSLETTER ADVERTISING

Our cooperation with many advertisers is based on a long-term relationship. Besides newsletters, our advertising tools are advertorials and banners.

“*Newsletter and banner advertisements have brought us good visibility among customers in our field. Commercial cooperation with TTT magazine proved to be an excellent way of promoting our new digital occupational safety services.*”

Tero Roivainen, CEO, Suomen Ensiapukoulutus Oy

Job advertisements are part of our services. The newsletter and website Openings Column reach especially occupational health managers and professionals in work well-being. Follow-up report is included in the advertisement rate.

“*Thank you for the follow-up report! Our job advertisement seems to have aroused wide interest, and we have received a lot of good applications. Thank you for your help, we are very pleased with the outcome.*”

Liisa Toivonen, HR assistant, recruitment and employer information, Lidl



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TTT WEBSITE ADVERTISEMENT RATES

➔ www.tttlehti.fi

190,000 viewings, 100,000 visits, 79,000 visitors per year.

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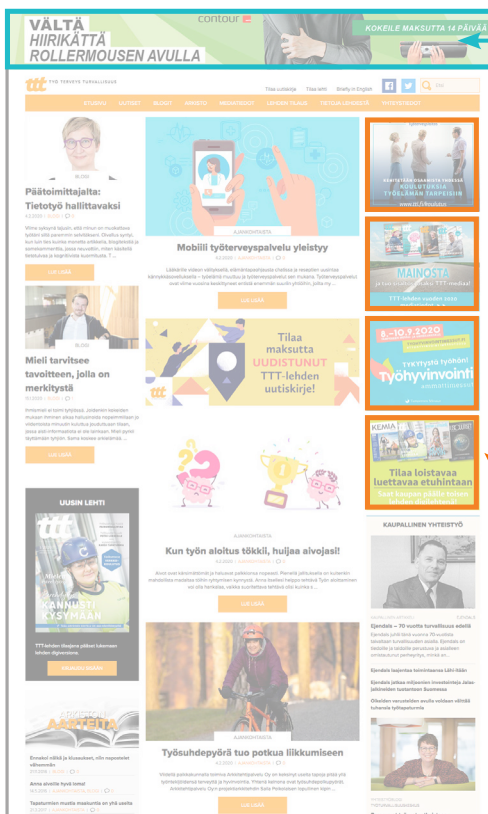
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Panorama banner
 Size 1,400 x 171 px,
 for mobile 600 x 500 px
 The showings are shared by two banners, 50 % each. Showings throughout the website on every page.
Rate/month: € 660

Boxes 1, 2, 3, and 4 on the right
 Size 600 x 500 px (also for mobile). Banners take turns in each box, showing 25% each.
Rate/month: € 550

- Banner for 3 months, discount 5%
- Banner for 6 months, discount 10%
- Banner for 12 months, discount 20%

COMMERCIAL COOPERATION

Advertorial on our website www.tttlehti.fi

- teaser with picture in newsletter, link to website article
- two month visibility on www.tttlehti.fi, teaser on front page and throughout the child pages.
- one year visibility on website's Articles child page
- Text 2,000–6,000 characters, 1–3 pictures, links, videos.
- Rate € 1,000.

Commercial cooperation blog on website www.tttlehti.fi

- teaser with picture in the newsletter, link to website article/blog post
- two month visibility on our website, teaser on front page and throughout the child pages
- one year visibility on website's Articles child page
- Blog post length 2,000–6,000 characters, picture of the author, links, videos
- Rate € 1,000

VAT 24 % will be added to the rates (does not apply to advertisers outside Finland).



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Further information and reservations

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TTT PACKAGE OFFER PRINT MAGAZINE + DIGITAL CHANNELS

1

PACKAGE

1/1 p. advert in the print magazine + direct e-mail

€ 4,150 (normal rate € 4,770).

2

PACKAGE

1/1 p. advert in the print magazine +
banner or text advert in TTT Newsletter

€ 3,140 (normal rate € 3,650).

3

PACKAGE

1/2 p. advert in the print magazine +
banner or text advert in TTT Newsletter

€ 2,400 (normal rate € 2,950).

4

PACKAGE

1/4 p. advert in the print magazine Building Good Working Life column +
box on www.tttlehti.fi website for one month

€ 990 (normal rate € 1,250).

5

PACKAGE

1/1 p. turnkey advertorial in the print magazine +
text advert in the TTT newsletter and commercial cooperation
blog post or advertorial on www.tttlehti.fi website for 2 months

€ 4,060 (normal rate € 4,600).

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Printing technology offset rotation

Printing house contact information

Place of printing: Punamusta
Address: Esko Aaltosen katu 2
FI-30100 Forssa
Inserts to address:
Viksbergintie 2-4, FI-30100 Forssa

Average circulation 5,200
Special issues with extra edition

TTT MAGAZINE INSERT RATES

Choose a TTT Magazine insert to inform the readers on your work well-being, occupational health and occupational safety products and services in a cost-effective manner. For example, trade fair programmes and training course calendars will reach workplaces easily, inserted in a TTT magazine issue.

VAT 24% is added to all rates (does not apply to advertisers outside Finland). No media agency discount.

	4-colour (EUR)
Unfolded card or 2-page loose insert	€ 3,000
4-page insert	€ 3,500
6-8-page insert	€ 3,900
10-12-page insert	€ 4,200
14-16-page insert	€ 4,500

Maximum width 210 mm and height 270 mm. Inserting and mailing are included in the rates. Extra charge (EUR 100/1,000 pieces) for bagging the magazine and insert. Extra charge (EUR 20/1,000 pieces) for glue drop or sticker inserting.

