



TYÖ TERVEYS TURVALLISUUS



We reach **40,000** professionals

Advertise in the versatile channels of TTT MAGAZINE

- **Advertisements and advertorials:**
TTT print magazine, newsletter, and www.tttlehti.fi
- **TTT e-newsletter**
- **TTT website**
- **Tailored direct e-mails**
- **Advantageous package solutions**

TTT MAGAZINE 50TH ANNIVERSARY

- **Company and product presentation:**
print magazine + direct e-mail
- **Congratulation column:** print magazine + www.tttlehti.fi

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

Advertisement sales
Jaana Koivisto
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Editor in chief
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Publisher
TTT Kustannus Oy
Asolantie 29 b
FI-01400 Vantaa

Subscriptions
tilaukset@tttlehti.fi
Tel. +358 3 4246 5370

Website
www.tttlehti.fi



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4 Each copy of the magazine has 4 readers.

78% are involved in occupational safety and health.

THE DATA IS BASED ON TTT READER POLL 2020 (980 RESPONDENTS) CARRIED OUT BY JHELSTKE RESEARCH.

PUBLICATION DATES IN 2021

→ See for editorial calendar and additional distributions at www.tttlehti.fi/mainostajalle/painettu-lehti



PUBLICATION DATE FEB 3, 2021



PUBLICATION DATE SEPT 8, 2021



PUBLICATION DATE MARCH 17, 2021



PUBLICATION DATE OCT 20, 2021
Jubilee issue



PUBLICATION DATE MAY 12, 2021



PUBLICATION DATE DEC 1, 2021

PUBLISHING SCHEDULE 2021

| ISSUE | 1 | 2 | 3 | 4 | 5 | 6 |
|------------------|--------|--------|--------|--------|--------|--------|
| Reservations by | Jan 15 | Feb 26 | Apr 23 | Aug 20 | Oct 1 | Nov 12 |
| PDF material | Jan 21 | Mar 4 | Apr 29 | Aug 26 | Oct 7 | Nov 18 |
| Publication date | Feb 3 | Mar 17 | May 12 | Sept 8 | Oct 20 | Dec 1 |



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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:

Punamusta, address:

Esko Aaltosen katu 2, FI-30100

Forssa

Average circulation (in 2020): 5,800

TTT PRINT MAGAZINE

FROM JAN 1, 2021 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 |
| 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 |

Repeat discount 20%. No media agency discount.

Material instruction:

Advertorials are based on material provided by customer: text, picture and logo. Picture and logo resolution 300 DPI.

Turnkey advertorials include editorial content production and layout. After publication, customer has free republication rights.

Advertisement preparation, extra fees:

Print magazine advertisement preparation, text provided by customer:

- Spread, extra fee € 150
- Page, extra fee € 100
- ½ page or smaller, extra fee € 60

Reclamations:

By email within 14 days after publication. TTT magazine assumes no responsibility for errors besides possible compensation not exceeding the advertisement rate.

Cancellations:

By email prior to 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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Further information and reservations

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TTT MAGAZINE 50 YEARS CONGRATULATION COLUMN

Published in issue 5/2021 (publication date Oct 20).

| SIZE OR PLACE | WIDTH X HEIGHT MM | 4-COLOUR |
|-------------------------------|-----------------------|----------|
| ½ p. vertical or horizontal | 94 x 248 or 192 x 122 | € 1,100 |
| ¼ p. | 94 x 122 | € 590 |
| 1/8 p. vertical or horizontal | 45 x 122 or 94 x 59 | € 320 |
| 1/16 p. | 45 x 59 | € 190 |

No media agency discount.

TTT MAGAZINE JUBILEE OFFER!

COMPANY or PRODUCT PRESENTATION to 17,000 readers

- Present your company, product or service for € 850 (normally € 1,700)
- Advertisement size 1/3 p., horizontal, 220 x 85 + 5 mm bleed.
- Six advertisement places in each issue.
- Material: print-ready material or text, appr. 500 characters with spaces, picture and logo, format JPG, resolution 300 DPI.

→ See sample.

TTT MAGAZINE
50
YEARS

Special offer package rate € 1,500 includes 1/3 p. advertisement in print magazine issue of your choice + place in direct e-mail.

- Direct e-mails will be sent to over 25,000 TTT newsletter subscribers one week after print magazine publication date on Feb 10, March 24, May 19, Sept 15, Oct 27, and Dec 8.
- Material for direct e-mails: headline + text max. 300 characters with spaces + picture/logo 270 x 270 px.
- No media agency discount.

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



Changes possible.