ttt
TYÖ TERVEYS TURVALLISUUS

TTT MAGAZINE
50
YEARS

! *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
Tel. +358 40 770 3043
jaana.koivisto@tttlehti.fi

Editor in chief
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Tel. +358 44 335 2614
kirsi.vaisanen@tttlehti.fi

Publisher
TTT Kustannus Oy
Asolantie 29 b
FI-01400 Vantaa

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

Website
www.tttlehti.fi

Changes possible.

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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 JHELSKE RESEARCH.

PUBLICATION DATES IN 2021

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

1 **PUBLICATION DATE FEB 3, 2021**

2 **PUBLICATION DATE MARCH 17, 2021**

3 **PUBLICATION DATE MAY 12, 2021**

4 **PUBLICATION DATE SEPT 8, 2021**

5 **PUBLICATION DATE OCT 20, 2021**
Jubilee issue

6 **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 Advertorial Turnkey advertorial	€ 4,900 € 5,050 € 5,800
1/1 page	220 x 280 + 5 mm Advertorial Turnkey advertorial	€ 2,900 € 3,000 € 3,600
½ p. vertical	108 x 280 + 5 mm	€ 2,200
½ p. horizontal	220 x 138 + 5 mm Advertorial	€ 2,200 € 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.

Changes possible.

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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!

TTT MAGAZINE 50 YEARS

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.**

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 13,000 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.

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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

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

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EXAMPLE

1/1 p. Turnkey advertorial

- rate € 3,600
- based on interview with customer
- reservations two months prior to issue 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, print magazine + digital channels

- rate 1/1 p. € 4,800
- 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

BRING YOUR CONTENT **TO TTT MEDIA**

ADVERTORIALS IN TTT MEDIA provide you an opportunity to present your products, services, and business in extensive editorial 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 85% of our subscribers, TTT is the most important source of information in the field. 98% 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. Morever, the word MAINOS (advertisement) will be added on top of each advertorial.

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TTT NEWSLETTER ADVERTISEMENT RATES

The TTT e-Newsletter will be published 15 times in 2021.

Publication dates are the following Thursdays: Jan 14, Feb 4, Feb 25, March 18, Apr 8, Apr 22, May 13, June 3, Aug 19, Sept 9, Sept 30, Oct 21, Nov 11, Dec 2, and Dec 16.

The newsletter has approx. 13,000 subscribers, interested in work well-being, occupational health, occupational safety, and human resources.

ADVERTISEMENT SPOTS	RATE/NEWSLETTER, WITH FOLLOW-UP REPORT INCLUDED
Top banner under header (270 x 225 px) • Format jpg, png or gif	€ 800
Banner between news items (560 x 200 px) • Format jpg, png or gif	€ 750
Text advert with picture or logo between news items • 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 • Headline + max. 300 characters (incl. spaces) + pic or logo • Pic/logo size 270 x 270 px • Includes visibility on www.tttlehti.fi frontpage.	€ 750
Repeat discount 15 %. No media agency discount.	

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

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

Banner layout extra fee € 60/banner.

→ **See a sample newsletter.**

→ **Subscribe for newsletter.**

NOTE!

You can also choose a tailored advert e-mail, which also reaches approx. 13,000 professionals of work well-being, occupational health, occupational safety, and HR professionals.

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

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

Changes possible.

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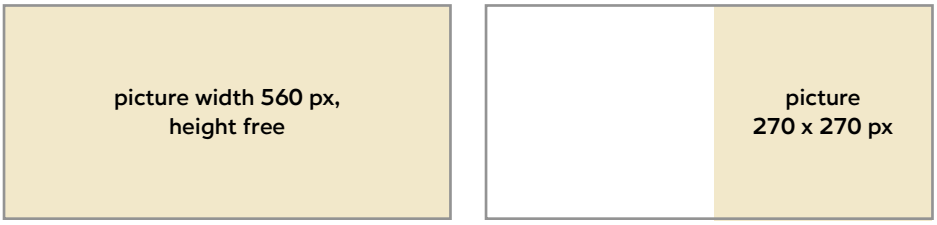
TAILORED DIRECT E-MAILS

Direct e-mail advertisement to approx. 13,000 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 and send it to the recipients on a 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: € 1,980 (+ VAT 24% for advertisers in Finland). The rate includes a follow-up report.

No media agency discount.

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Screenshot presents top part of ErgoFinland's direct e-mail.

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.

We have enjoyed a rewarding long term cooperation with TTT Magazine. Through their newsletter and direct e-mails, we have been able to distribute up-to-date information on our work ergonomy solutions to occupational health professionals. Media coverage has become an all more important means of presenting our solutions, such as remote work ergonomy. It is our goal to bring work well-being to all work environments, also to those who work from home."

Lucas Lönnqvist, CEO, ErgoFinland Oy

Direct e-mails have brought us good visibility among customers in our field. TTT magazine readers have been interested in our training courses and also in our digital 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.

Changes possible.

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TTT WEBSITE ADVERTISEMENT RATES

www.tttlehti.fi
250,000 viewings, 112,000 visitors per year.

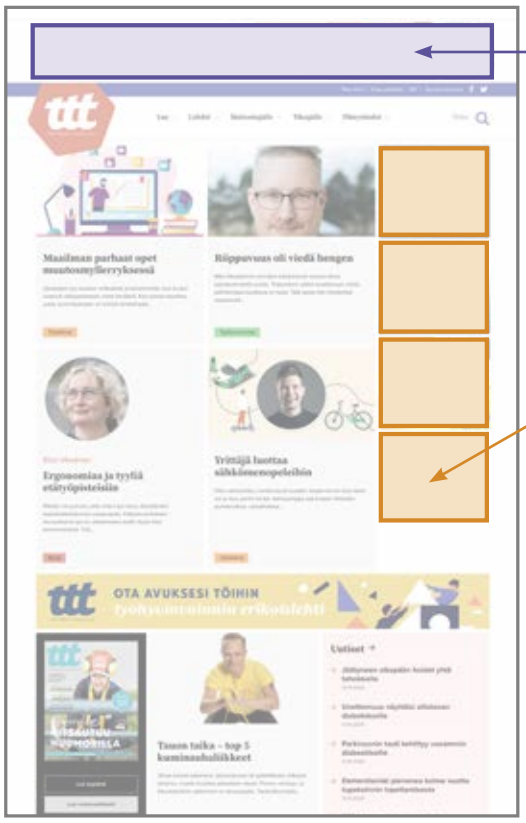
COMMERCIAL COOPERATION – VISIBILITY THROUGHOUT THE WEBSITE

Advertorial on website www.tttlehti.fi

- teaser with picture in newsletter, link to website article
- two month visibility on website www.tttlehti.fi, teaser on front page banner and on all child pages (left side, newest on top)
- one year visibility on website's Articles child page
- Text 2,000–6,000 characters, 1–3 pictures, links, videos.
- Rate € 1,200.

Commercial cooperation blog on website www.tttlehti.fi

- teaser with picture in the newsletter, link to website article/blog post
- two month visibility on website www.tttlehti.fi, teaser on front page banner and on all child pages (left side, newest on top)
- one year visibility on website's Articles child page
- Blog post length 2,000–6,000 characters, picture of the author, links, videos
- Rate € 1,200



Panorama banner

- Size 1400 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, 8 spots

- Size 600 x 500 px (also for mobile). Banners take turns in each box.
- Rate/month: € 550

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

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

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TTT PACKAGE OFFER PRINT MAGAZINE + DIGITAL CHANNELS

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1 PACKAGE

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

€ 4,100 (normal rate € 4,880).

2 PACKAGE

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

€ 2,960 (normal rate € 3,650–3,700).

3 PACKAGE

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

€ 2,300 (normal rate € 2,950–3,000).

4 PACKAGE

¼ p. advert in the print magazine Building Good Working Life column + box banner on www.tttlehti.fi website for one month

€ 1,040 (normal rate € 1,300).

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Technical instructions and advice:
Antti Rikassaari
Tel. +358 40 512 0998
E-mail:
antti.rikassaari@punamusta.com
Column width 25 mm
Printing technology offset rotation
Average circulation 5,800 (in 2020)
Special issues with extra editions

Inserts to be sent to address:
PunaMusta/Sitomo
Viksbergintie 2–4, FI-30100 Forssa

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, training course calendars, brochures, and invitations 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
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.

Changes possible.