

ttt

TYÖ TERVEYS TURVALLISUUS

MEDIA CARD 2022



Advertise in the versatile channels of TTT MAGAZINE

- **Advertisements and advertorials:**
print magazine, digital version, newsletter, and website tttlehti.fi
- **Print magazine insert**
- **E-newsletter**
- **Tailored direct e-mail**
- **Advantageous package solutions**

We reach Finnish work well-being, occupational safety and health, and HR professionals

- **17,000** readers
- **12,000** newsletter subscribers
- **9,600** website visitors, **21,000** viewings/month
average on website tttlehti.fi June 1, 2020–May 31, 2021

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

78% of the readers work in occupational safety.

"Well-edited magazine, whose staff understand for whom the magazine is meant."

2020, 980 RESPONDENTS. READER POLL CARRIED OUT BY JHELSCHE RESEARCH.

Advertisement sales

Jaana Koivisto
tel. +358 40 770 3043
jaana.koivisto@tttlehti.fi

Editor in chief

Kirsi Väisänen
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

tttlehti.fi

Changes possible.



Some read TTT print magazine, others digital version. Same advertisement in both.

PUBLICATION DATES 2022

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

1 PUBLICATION DATE
Feb 2

4 PUBLICATION DATE
Sept 7

2 PUBLICATION DATE
Mar 16

5 PUBLICATION DATE
Oct 19

3 PUBLICATION DATE
May 11

6 PUBLICATION DATE
Nov 30

MEDIA CARD 2022

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CALENDAR 2022

ISSUE	1	2	3	4	5	6
Reservations by	Jan 14	Feb 25	Apr 22	Aug 19	Sept 30	Nov 11
PDF material by	Jan 20	Mar 3	Apr 28	Aug 25	Oct 6	Nov 17
Publication date	Feb 2	Mar 16	May 11	Sept 7	Oct 19	Nov 30



PRINT AND DIGITAL MAGAZINE ADVERT RATES

From Jan 1, 2022

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

SIZE/PLACE WIDTH X HEIGHT MM 4-COLOUR (EUR)

SIZE/PLACE	WIDTH X HEIGHT MM	4-COLOUR (EUR)
Second cover (page 2)	220 x 280 + 5 mm	2,800
Back cover	220 x 254 + 5 mm	3,000
2/1 spread	Advertorial	4,300
	Turnkey article	4,450
		5,200
1/1 page	Advertorial	2,600
	Turnkey article	2,700
		3,300
½ page, vertical	108 x 280 + 5 mm	1,700
½ page, horizontal	Advertorial	1,700
		1,760
¼ page, vertical	108 x 138 + 5 mm	800
¼ page, horizontal	220 x 60 + 5 mm	800
1/8 page, horizontal	108 x 60 + 5 mm	400

Adverts with 5 mm bleed. Media agency discount 10%.



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MATERIAL REQUIREMENTS

Material delivery to:

ilmoitukset@tttlehti.fi

Print-ready digital material:

Pdf file

File inserts: Punamusta/Sitomo,
Viksbergintie 2-4,
FI-30300 Forssa

Material instructions:

www.punamusta.com

Technical instructions and advice:

Antti Rikassaari,
+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)
5,700

Material instructions:

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:

Print magazine advertisement preparation, text provided by customer:

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

MATERIAL DELIVERY:

ilmoitukset@tttlehti.fi

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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TYÖ TERVEYS TURVALLISUUS

ADVERTORIALS

Print magazine and digital version

SIZE/PLACE	WIDTH X HEIGHT MM	4-COLOUR (EUR)
2/1 spread	440 x 280	4,450
1/1 page	220 x 280	2,700
1/2 page horizontal	220 x 138	1,760
1/2 page vertical	108 x 280	1,760

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Material delivery

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The advertorial rates are for ready-made materials provided by the customer (text, picture and logo, resolution 300 DPI).

Turnkey advertorials include editorial content production and layout. After publication, customer has free republication rights. Extra charge for text production is € 300–600 and for photo shoot € 200–250. A 24% VAT to be added to the rates (does not apply to advertisers outside Finland).

Additional visibility on tttlehti.fi and link with picture in newsletter + EUR 1,200

EXAMPLES

1/1-page Turnkey article

Rate EUR 3,300

Production after discussion with customer

Reservation two months before publication date

2,000–2,700 characters

Two revision rounds

Image bank picture

Published in Work, Health, or Safety section of the magazine

Turnkey article + digital version

Rate 1/1 page EUR 4,500

Teaser with picture in newsletter, link to website article

Visibility min. two months.

Teaser on tttlehti.fi frontpage and throughout the website.

Own childpage with text, pictures, videos, and links

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

ADVERT

PRESENT YOUR MESSAGE IN 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. Moreover, the word MAINOS (advertisement) will be added on top of each advertorial.

*71% of respondents receive useful information from the advertisements.
"To the point advertisements." "There are few magazines available in the field."*

2020, 980 respondents. Reader poll carried out by JHelske Research.



TYÖ TERVEYS TURVALLISUUS

TTT-NEWSLETTER RATES

E-newsletter published 15 times in 2022. Publication day is Wednesday:

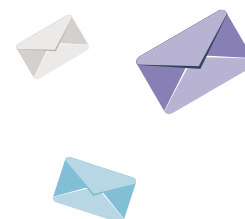
Jan 12, Feb 2, Feb 23, Mar 16, Apr 6, Apr 27, May 11, June 1, Aug 17, Sept 7, Sept 28, Oct 19, Nov 9, Nov 30, Dec 21.

SPOTS	RATE/NEWSLETTER, FOLLOW-UP REPORT INCLUDED
Top banner under header, size 270 x 225 px • Format jpg, png, or gif	EUR 750
Banner between news items, size 560 x 200 px • Format jpg, png, or gif	EUR 750
Text advert with picture or logo between news items • Headline + max. 300 characters with spaces + picture or logo • Picture or logo size 270 x 270 px	EUR 750
Job advert with picture or logo between news items • Headline + max. 300 characters with spaces + picture or logo • Picture or logo size 270 x 270 px • Visibility on www.tttlehti.fi frontpage	EUR 750

Repeat discount 15%. No media agency discount.
 A 24% VAT to 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 sample newsletters.**
- **Subscribe for newsletter.**



NOTE!

You can also choose a tailored advert e-mail.

- **See for direct e-mail media card.**

Changes possible.



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ACCORDING TO NEWSLETTER READER POLL

- each newsletter is read for **8,7 minutes** on average
- **83%** are satisfied with the newsletter

READERS' INTEREST IN ADVERTISEMENTS

- **80%** events and training
- **75%** health and wellbeing services
- **74%** leisure time activities
- **54%** safety products
- **53%** footwear
- **50%** personal protective equipment



TAILORED DIRECT E-MAILS

Direct e-mail to all TTT newsletter subscribers.
Excellent tool for recruitment, training and other events, product marketing and product launching.

The whole message at your disposal: headline, text, links, logos, and layout.

Quick and easy: we prepare the whole message and send it on the desired date.
Materials and reservations at least five work days before the message is sent.

Format: jpg, png, and gif

Picture size: width 560 px (whole column) or 270 x 270 px (beside text).

Text length: free, when picture is not located beside the text. Text beside the pic: appr. 300 characters.

Rate EUR 1,980 + VAT 24% (does not apply to advertisers outside Finland). Two revision rounds and follow-up report included in the price.

No media agency discount.

Material delivery to: ilmoitukset@tttlehti.fi

EXAMPLES



Picture size 560 px, (whole column)



Text appr. 300 characters

Picture 270 x 270 px

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OUR ADVERTISERS ARE HAPPY WITH THE EFFECTIVENESS OF NEWSLETTER ADVERTISING

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



"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 wellbeing. Follow-up report is included in the advertisement rate





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TTT MAGAZINE WEBSITE RATES

**tttlehti.fi**

9,600 visitors, 21,000 viewings / month

on average on website tttlehti.fi June 1, 2020–May 31, 2021

COMMERCIAL COOPERATION – VISIBILITY THROUGHOUT THE WEBSITE

Advertorial on website 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 own articles child page
- Text 2,000–6,000 characters, 1–3 pictures, links, videos
- Rate € 1,200

Commercial cooperation blog on website 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 (right side) banner and on all child pages
- one year visibility on own 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

**Box banners**

- Size 600 x 500 px (also for mobile), on the right side
- Rate/month € 550

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

Changes possible.

TTT PRINT MAGAZINE + DIGITAL CHANNEL PACKAGE OFFERS



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1 PACKAGE

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

€ 3,890 (normal rate € 4,580).

2 PACKAGE

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

€ 2,080 (normal rate € 2,450)

3 PACKAGE

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

€ 2,800 (normal rate € 3,350)

4 PACKAGE

1/4 p. advert in the print magazine + box banner on www.ttlehti.fi website for one month

€ 1,100 (normal rate € 1,350)

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offset rotation

Printing house:

Punamusta

Address: Esko Aaltosen katu 2,

FI-30100 Forssa

Average circulation (in 2020)

5,700

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.

Unfolded card or 2-page loose insert	EUR 2,800
4-page insert	EUR 3,300
6-8-page insert	EUR 3,700
10-12-page insert	EUR 4,000
14-16-page insert	EUR 4,300

- 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.

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Additional information and reservations

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