

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
- **11,500** website visitors, **23,700** viewings/month
average on website tttlehti.fi March 1, 2021–February 28, 2022

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
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Editor in chief

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Subscriptions

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tel. +358 3 4246 5370

Website

tttlehti.fi

Changes possible.



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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 1,200 x 225 px • Format jpg, png, or gif	EUR 850
Text advert with picture size 380 x 380 px between news items • Headline + max. 300 characters with spaces	EUR 750
Banner between news items, size 1,200 x 380 px	EUR 750
Job advert with picture or logo between news items • Headline + max. 300 characters with spaces • Picture or logo size 380 x 380 px • Visibility on www.tttlehti.fi frontpage	EUR 750
Bottom banner or logo with text advert • Picture size 1,200 x approx. 200 px • Max. 300 characters with spaces • Job adverts: visibility on www.tttlehti.fi frontpage	EUR 750
Video embedding or poll • Header + max. 300 characters with spaces	EUR 800

Picture format jpg, png, or gif.

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.

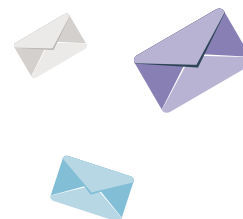
→ **See sample newsletter.**

→ **Subscribe for newsletter.**

NOTE!

You can also choose a tailored advert e-mail.

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



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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