

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
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

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

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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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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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Website

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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.