

# 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](http://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](http://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](mailto:jaana.koivisto@tttlehti.fi)

#### Editor in chief

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#### Publisher

TTT Kustannus Oy  
Asolantie 29 b  
FI-01400 Vantaa

#### Subscriptions

[tilaukset@tttlehti.fi](mailto:tilaukset@tttlehti.fi)  
tel. +358 3 4246 5370

#### Website

[tttlehti.fi](http://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

## 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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### Website

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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.



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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### 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.



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

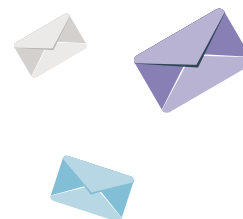
→ **See sample newsletter.**

→ **Subscribe for newsletter.**

## NOTE!

You can also choose a tailored advert e-mail.

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



*Changes possible.*



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### Material delivery

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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



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# 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, video embedding, poll, 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 1,200 px (whole column) or 380 x 380 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 1,200 px,  
(whole column)



Text  
appr. 300 characters

Picture  
380 x 380 px

## 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**

**11,500 visitors, 23,700 viewings / month**

on average on website tttlehti.fi March 1, 2021–February 28, 2022

## 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 1,400 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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#### Material delivery

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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](http://www.ttlehti.fi) website for one month

€ 1,100 (normal rate € 1,350)

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







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**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

# 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.

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

**Additional information and reservations**

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