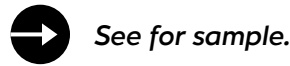


# RATE CARD: TTT-MEDIA TAILORED DIRECT MAIL



The whole message is at your disposal. Quick and easy: we prepare the mail and send it on the desired date.

**Reservation and material:** no less than five work days before the delivery date.

## ELEMENTS OF DIRECT MAIL:

- Subject line of email
- Headlines of direct mail
- Text sections
- Button, text and image links
- Images and logos
- YouTube video embedding
- Customer's own colour effect possible in texts and text links
- Button colour dark blue

**Image format:** JPG, PNG or GIF

**Image sizes:** width 1,200 px (whole column) or 380 px beside the text.

**Colour effect:** hex code #F5F5F5

Rate € 2,100 + VAT 25,5% (does not apply to customers outside Finland). Track report on the open and click rate included in the price.

No media agency discount.

Direct mails are delivered to 11,000 newsletter subscribers.



### Advertisement sales:

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

### Material delivery:

ilmoitukset@tttlehti.fi

We reach Finnish workplace welfare, occupational safety and health, and HR professionals

We have 16,000 readers. Average print magazine edition in 2024: 3,550. Part of the subscribers only read the digital version, which also includes the advertisements (with active links).

Our website average is 8,100 visitors and 14,600 viewings per month.

Our newsletter has 11,000 subscribers.