

# RATE CARD: TTT MAGAZINE AND ITS DIGITAL VERSION



## ADVERTISEMENT

➔ See for editorial calendar here.

**Inner front cover  
(page 2)**  
220 x 280 mm  
**€ 2,900**

**1/1 page**  
220 x 280 mm  
**€ 2,700**

**Back cover**  
220 x 254 mm  
**€ 3,100**

**2/1 spread**  
440 x 280 mm  
**€ 4,450**

**½ page  
vertical**  
108 x 280  
mm  
**€ 1,750**

**½ page horizontal**  
220 x 138 mm  
**€ 1,750**

**1/4 page vertical**  
108 x 138 mm  
**€ 820**

**1/8 page horizontal**  
108 x 60 mm  
**€ 420**

**1/4 page horizontal**  
220 x 60 mm  
**€ 820**

VAT 25.5% to be added to all rates (does not apply to advertisers outside Finland).

Media agency discount 10%.

### MATERIAL INSTRUCTIONS:

Advertisement PDF. Image and logo JPG, PDF or PNG, resolution 300 DPI

**Preparation for additional charge:** spread € 150, page and half page € 100, less than half page € 60

**Technical instruction and advice:** Antti Rikassaari, +358 40 512 0998, antti.rikassaari@punamusta.com

**Printing method:** offset rotation

**Colour profile:** PSO coated V3 (Fogra 51). Maximum ink coverage 300%.

**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 one week before 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.

### Note!

All advertisements with 5 mm bleed.



#### 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.*

# RATE CARD: TTT MAGAZINE AND ITS DIGITAL VERSION



## ADVERTORIALS

**ADVERTORIALS** are placed on the inner pages in the desired section, the same way as journalistic articles. The word MAINOS (advertisement) is written at the top of the page of the advertorials, which by layout differ from journalistic articles.

**TURNKEY ADVERTORIALS** are written by our reporter, based on an interview with the customer. The rate also includes layout.

VAT 25.5% to be added to all rates (does not apply to advertisers outside Finland).

Media agency discount 10%.

## MATERIAL INSTRUCTION:

**Advertorial:** Text appr. 2,800 characters/page, 1,300 characters/half page. Image and logo JPG, PDF or PNG, resolution 300 DPI.

**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 one week before 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.

**1/1 page**  
220 x 280 mm  
**€ 2,800**

**TURNKEY**  
**€ 3,400**



**2/1 spread**  
440 x 280 mm  
**€ 4,600**

**TURNKEY**  
**€ 5,300**

**½ page vertical**  
108 x 280 mm  
**€ 1,850**

**1/2 page horizontal**  
220 x 138 mm  
**€ 1,850**



### 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.*

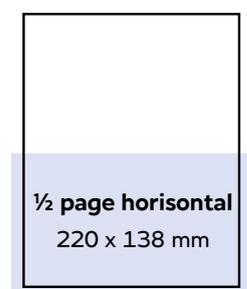
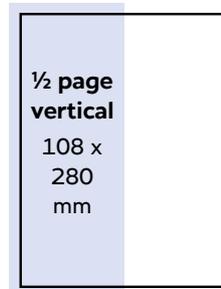
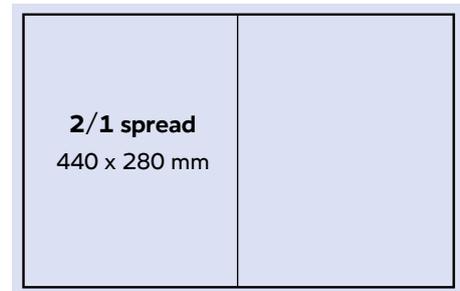
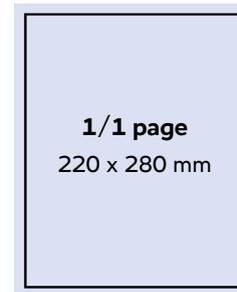
*Our newsletter has 11,000 subscribers.*

# RATE CARD: ADVERTORIALS IN TTT MAGAZINE AND ON WEBSITE TTLEHTI.FI



→ See for editorial calendar here.

SIZE	€ CUSTOMER'S OWN TEXT	€ TURNKEY
1/1 page	2,800	3,400
2/1 spread	4,600	5,300
1/2 page vertical	1,850	
1/2 page horizontal	1,850	
Additional digital visibility, when advertorial is published in the print magazine: on website tttlehti.fi for one year, on homepage for 2 months + teaser with image and text in one newsletter, linked to the website article + reminder in two newsletters.	1,350	
Digital visibility only	1,750	2,600



**ADVERTORIALS** are placed on the inner pages in the desired section, the same way as journalistic articles. The word MAINOS (advertisement) is written at the top of the page of the advertorials, which by layout differ from journalistic articles.

**TURNKEY ADVERTORIALS** are written by our reporter, based on an interview with the customer. The rate also includes layout.

VAT 25.5% to be added to all rates (does not apply to advertisers outside Finland).

Media agency discount 10% does not apply to digital advertising.

## MATERIAL INSTRUCTION:

**Advertorial:** Text appr. 2,800 characters/page, 1,300 characters/half page. Image and logo JPG, PDF, or PNG, resolution 300 DPI.

**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 one week before 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.



### 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.*

# RATE CARD: TTT-MEDIA TAILORED DIRECT MAIL



➔ See for sample.

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

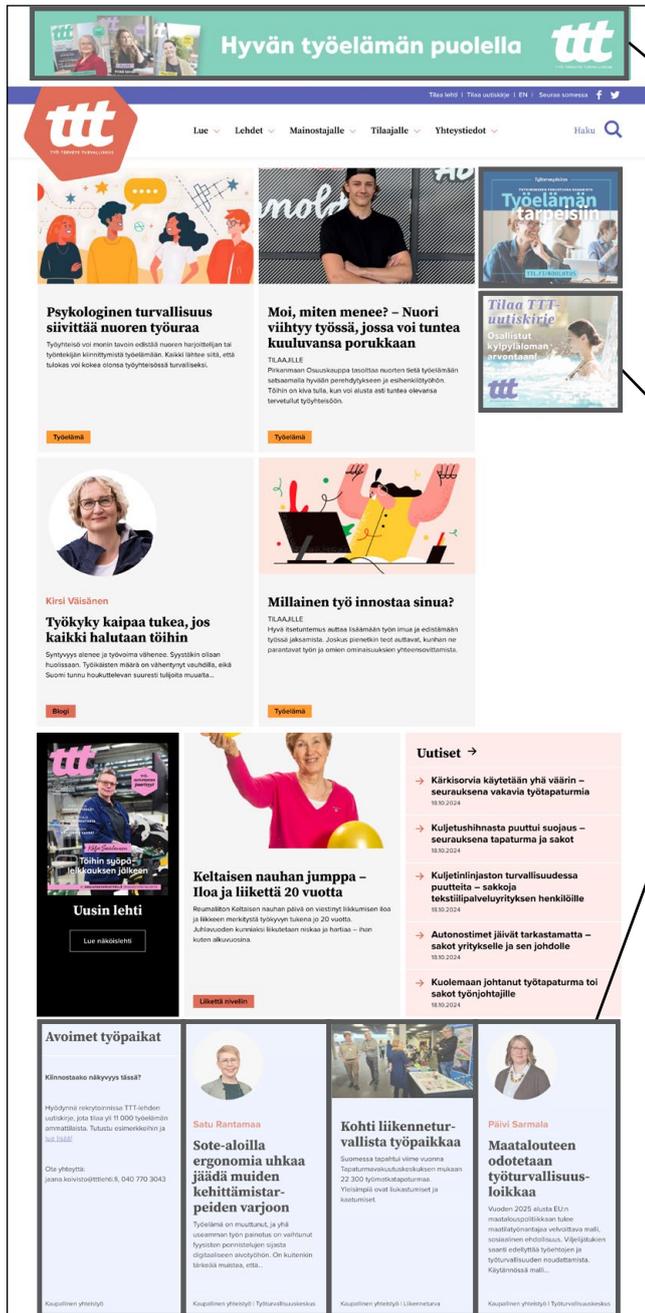
We reach Finnish workplace welfare, occupational safety and health, and HR professionals

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.

# RATE CARD: WEBSITE WWW.TTTLEHTI.FI



## Panorama banner

- Panorama banner
- Size 1400 x 171 px, mobile phone 600 x 500 px
- JPG, PNG or GIF
- Two banners rotating, visibility 50% of all website openings.
- Visibility on all pages of website
- Rate/month: € 690

## Rotating box banners

- Size 600 x 500 px (also for mobile phone)
- JPG, PNG or GIF
- On the right side of the page
- Rate/month: € 580

## Advertorial or blog text

- Two month visibility on homepage horizontal bar
- Throughout the pages on the left side (newest at the top)
- One year visibility on own article page
- Text length 2,000–6,000 characters, 1–3 images, links, videos
- Teaser ad with image and text in one newsletter and reminder in two other newsletters, linked to the website article
- Rate € 1,750
- Rate € 1,350, when you also purchase a space for your advertorial in the print magazine

VAT 25.5% to be added to all rates (does not apply to advertisers outside Finland). No media agency discount.



### Advertisement sales:

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

### Material delivery:

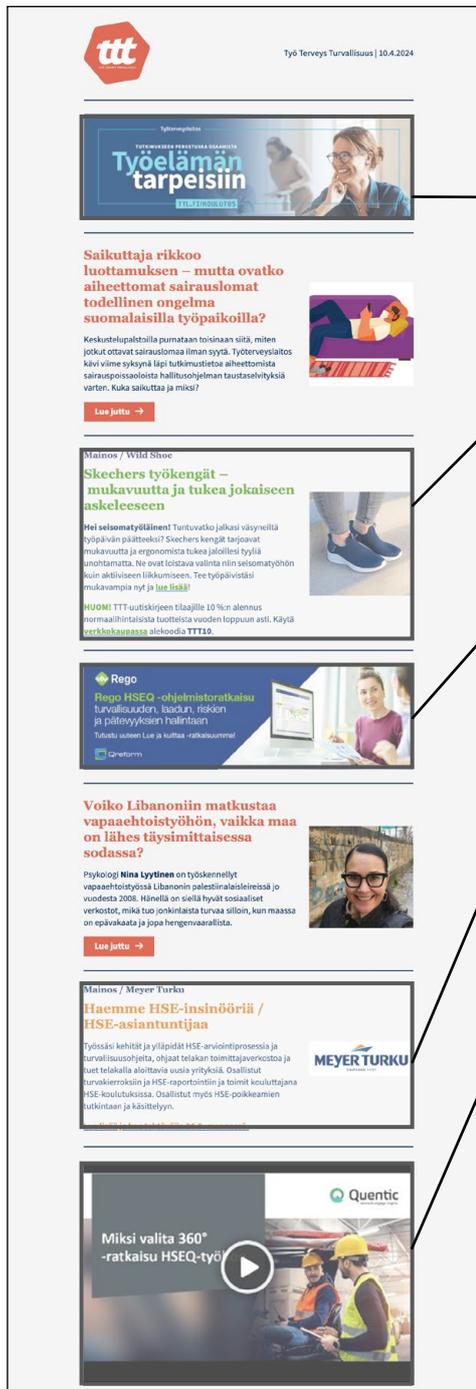
ilmoitukset@tttlehti.fi

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

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

Our newsletter has 11,000 subscribers.

# RATE CARD: TTT NEWSLETTER



See for publication dates.

## ADVERTISEMENTS AND JOB ADVERTS

### Top banner under the heading

- 1 200 x 380 px
- € 870

### Text and image between news items

- 380 x 380 px
- Short headline and max. 300 characters
- € 770

### Banner between news items

- 1 200 x 380 px
- € 770

### Job advert between news items, text and image OR banner

- As text and image OR banner between news items
- € 770

### YouTube video embedding between news items

- Short headline + max. 300 characters
- € 820

Image and logo JPG, PNG or GIF.

VAT 25.5% to be added to all rates (does not apply to customers outside Finland). Repeat discount 10%.

No media agency discount. Track report on the open and click rate included in the price.

Reservations and material no later than Thursday on the week before publication. Job adverts include additional visibility on tttlehti.fi website homepage.

→ See for sample here.



#### 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.

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

Our newsletter has 11,000 subscribers.

# RATE CARD: TTT MAGAZINE INSERTS



## INSERTS

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

Maximum width 210 mm and height 270 mm.  
Rate includes inserting and mailing.

VAT 25.5% to be added to all rates (does not apply to customers outside Finland). No media agency discount.



**Advertisement sales:** Jaana Koivisto, +358 40 770 3043, jaana.koivisto@tttlehti.fi

**Insert delivery address:** Punamusta/Sitomo, Viksbergintie 2–4, FI-30300 Forssa, Finland

*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.*

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

*Our newsletter has 11,000 subscribers.*

