

**Sales Manager**

Jaana Koivisto
Mobile phone +358 (0)40 770 3043
e-mail: jaana.koivisto@tttlehti.fi

Editor-in-Chief

Merja Karjalainen
Mobile phone +358 (0)40 545 3812

Publisher

TTT Kustannus Oy
Pohjantie 3
FI-02100 Espoo
Finland

Subscriptions

Tytti Savolainen
Mobile phone +358 (0)40 834 6824
tytti.savolainen@tttlehti.fi

Online:

www.tttlehti.fi

NEW PRODUCTS COLUMN IN THE PRINT MAGAZINE ADVERTISEMENT RATES

Tell about your new products and services to 55,000 professionals!

TTT Magazine offers you an effective channel of marketing your new products and services. Reach 55,000 professionals in occupational well-being, occupational health, and occupational safety!

New products package includes:

- Direct e-mail advertisement sent to the TTT newsletter subscribers (over 30,000 readers).
- ¼ page advertisement in the New Products column of the TTT print issue (almost 25,000 readers).

It's easy for you: just provide us the text, picture, and logo. We do the layout of the print issue New Products column (max 8 products included) and the direct e-mail.

RATES

A 24 % VAT will be added to the rates.

Rate (EUR)

Advertisement package direct e-mail + print issue	1,100
Direct e-mail only	590
Print issue only	690

The New Products column will be published in issues:

TTT 2/2017, publication date March 22
TTT 3/2017, publication date May 17
TTT 5/2017, publication date Oct 11

The New Products E-Column will be mailed on:

Thursdays, week 7, 14, 36 and 43.

Material

- Material for print issue 94 x 122 mm.
- Header + text (max 500 characters with spaces).
- Hi-res (300 dpi) picture in attachment.
- Hi-res logo in attachment.



TYÖ TERVEYS TURVALLISUUS



Advertise in the versatile channels of TTT MAGAZINE

- **Print magazine: Advertisements and Ask Us First column**
- **E-newsletter**
- **Website**
- **New Products column in the print magazine and direct e-mail**
- **Tailored direct e-mail**

TTT is a special work well-being magazine. According to the readers, TTT is a *professional, topical, versatile, trustworthy* and *useful* news medium in occupational safety, occupational well-being, and occupational health, as well as the leading Finnish magazine in the field.

TTT magazine readers:

- 94 %** are interested in occupational safety and health training and education.
- 91 %** are interested in new products.
- 78 %** are involved in occupational safety and health procurement.
- 79 %** work in occupational safety and health.
- 14 %** work in HRM.
- 5 %** work in occupational health care.

TTT magazine readers work in

- 25 %** industry and production
- 25 %** public services
- 17 %** health and well-being
- 7 %** professionals and IT
- 6 %** education
- 5 %** trade

82 % of the readers
find TTT magazine the
most important source
of information in the field.

97 % of the readers
are satisfied with TTT magazine.

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REACH
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PROFESSIONALS