



TYÖ TERVEYS TURVALLISUUS



# Advertise in the versatile channels of TTT MAGAZINE

Reach Finnish professionals, authorities and policymakers in work well-being and occupational health and safety.

- **NEW!** Advertorials on our website at [tttlehti.fi](http://tttlehti.fi)
- Advertisements and advertorials in TTT print magazine
- TTT e-newsletter
- TTT website
- Tailored direct e-mails
- Advantageous package solutions

For its readers, TTT is a *professional, topical, versatile, trustworthy* and *useful* medium in developing occupational safety, work well-being, and occupational health.

## 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 regard TTT magazine as their most important source of information in the field.



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THE DATA IS BASED ON TTT READER POLL 2016 (767 RESPONDENTS)  
 CARRIED OUT BY FOCUS MASTER LTD.



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Average reader reads each TTT issue **2.5** times.

Each TTT issue has **5** readers.

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# TTT MAGAZINE EDITORIAL CALENDAR 2020



**PUBLICATION DATE**  
**FEB 5, 2020**

**Training and education, work introduction**

- New occupational safety managers



**PUBLICATION DATE**  
**MARCH 18, 2020**

**Remote work and remote work tools**

- Work Goes Happy, Helsinki, March 24
- Occupational health and security further education days
- Nollis Zero Accident seminar, Tampere May 5–6



**PUBLICATION DATE**  
**MAY 13, 2020**

**Occupational health, protective devices and other products**

- The Finnish Association of Occupational Health Nurses
- Occupational Health Days



**PUBLICATION DATE**  
**SEPT 2, 2020**

**Ergonomics, work well-being support**

- Eurosafety and Work Wellbeing trade fairs, Tampere Sept 8–10
- Dream Workday Oct 2



**PUBLICATION DATE**  
**OCT 14, 2020**

**Exposure agents, occupational diseases**

- New occupational safety managers



**PUBLICATION DATE**  
**NOV 25, 2020**

**Work community roles, working life skills**

- Henry association
- Kollega.fi

TTT magazine issues will be distributed at the Finnish First Aid Training Ltd events.

Issue	1	2	3	4	5	6
Reservations by	Jan 17	Feb 28	Apr 23	Aug 14	Sept 25	Nov 6
PDF material	Jan 23	Mar 5	Apr 28	Aug 20	Oct 1	Nov 12
Publication date	Feb 5	Mar 18	May 13	Sept 2	Oct 14	Nov 25



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www.tttlehti.fi

#### Material requirements:

Material delivery to:  
ilmoitukset@tttlehti.fi  
Print-ready digital material: PDF file  
Inserts: Forssa Print / Sitomo  
Helsingintie 22, FI-30300 Forssa  
Material instructions:  
www.forssaprint.fi

#### Technical instructions and advice:

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Column width 25 mm  
Printing technology offset rotation

#### Printing house contact information

Place of printing: Forssa Print  
Address: Esko Aaltosen katu 2  
FI-30100 Forssa  
Contact person: Raimo Rouvinen  
Tel. +358 50 313 8981  
Average circulation 5,200  
Special issues with extra edition

# TTT PRINT MAGAZINE ADVERTISEMENT RATES FROM JAN 1, 2020 ON

For advertisers in Finland, a 24 % VAT will be added to the rates  
(does not apply to advertisers outside Finland).

Size or place	Width x height mm	4-colour
Inside cover (p. 2)	220 x 280 + 5 mm	€ 3,200
Inside back cover	220 x 280 + 5 mm	€ 3,200
Back cover	220 x 254 + 5 mm	€ 3,600
2/1 spread	440 x 280 + 5 mm	€ 4,900
	Advertorial	€ 5,050
	Turnkey advertorial	€ 5,800
1/1 page	220 x 280 + 5 mm	€ 2,900
	Advertorial	€ 3,000
	Turnkey advertorial	€ 3,600
½ p. vertical	108 x 280 + 5 mm	€ 2,200
½ p. horizontal	220 x 138 + 5 mm	€ 2,200
	Advertorial	€ 2,260
1/3 p. horizontal	220 x 85 + 5 mm	€ 1,700
	Advertorial	€ 1,760
¼ p. vertical	45 x 280 + 5 mm	€ 1,200
¼ p. horizontal	220 x 60 + 5 mm	€ 1,200

Advertisements with 5 mm bleed. Repeat discount 10 %. Media agency discount 15 %.

## BUILDING GOOD WORKING LIFE COLUMN

¼ p. vertical/horizontal	45 x 248 or 94 x 122	€ 750
1/8 vertical/horizontal	45 x 122 or 94 x 59	€ 450
1/16	45 x 59	€ 300

#### Material instruction:

Advertorials are based on material (text, picture, logo) provided by the customer. Picture and logo resolution 300 dpi.

Turnkey advertorials (text, layout) are provided by TTT Magazine, and include material copyright after the publication.

#### Advertisement layout fee:

Print magazine advertisement layout according to the script.

- Spread layout fee € 150
- Page layout fee € 100
- ½ p. or smaller, layout fee € 60

#### Reclamations:

By e-mail within 14 days after publication date. The magazine assumes no responsibility for errors, with the exception of possible compensation not exceeding the advertisement rate.

#### Cancellations:

Advertisement reservations can be cancelled by e-mail by the 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.