

tehy

MEDIA INFORMATION 2020



Tehy magazine

Publisher

The Union of Health and Social Care Professionals

Editor in chief

Maria Tuominen

Circulation

131 684 (2019)

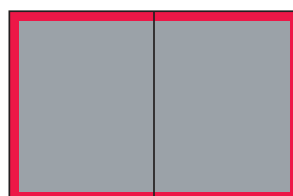
Edition

135 000 copies

Number of readers

176 000 (2018)

Advertising Specifications



Spread

display fixed size 366 x 245 mm

bleed fixed size 434 x 280 mm

price 8 335 €

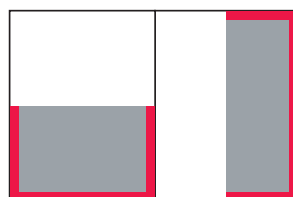


Full page

display fixed size 183 x 245 mm

bleed fixed size 217 x 280 mm

price 4 600 €



Half page horizontal

display fixed size 183 x 122 mm

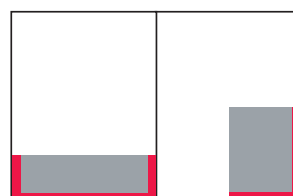
bleed fixed size 217 x 140 mm

Half page vertical

display fixed size 91 x 245 mm

bleed fixed size 108 x 280 mm

price 2 750 €



Quarter page horizontal

display fixed size 183 x 52 mm

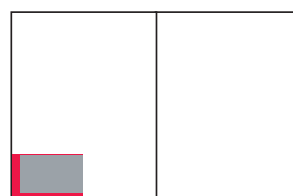
bleed fixed size 217 x 70 mm

Quarter page vertical

display fixed size 91 x 122 mm

bleed fixed size 108 x 140 mm

price 1 530 €



One-eighth page

display fixed size 91 x 52 mm

bleed fixed size 108 x 70 mm

price 840 €

Dates and deadlines 2020

Issue	Space reservation	Material deadline	Publication date
1	17.12.	2.1.	15.1.
2	14.1.	23.1.	5.2.
3	11.2.	20.2.	4.3.
4	10.3.	19.3.	1.4.
5	14.4.	23.4.	6.5.
6-7	19.5.	28.5.	10.6.
8	21.7.	30.7.	12.8.
9	11.8.	20.8.	2.9.
10	15.9.	24.9.	7.10.
11	13.10.	22.10.	4.11.
12	10.11.	19.11.	2.12.

Extra editions

- Issue 1 New students (10 000 copies)
- Issue 3 Sairaanhoidtajapäivät
- Issue 9 New students (10 000 copies),
Hyvä ikä Fair
- Issue 10 I Love Me Fair

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Special rates, additional 12 %

Back cover, inside front cover, inside back cover and other fixed advertising space.

File specifications

Supply artwork as a press quality PDF (in CMYK at 300 dpi) with 3 mm bleed.

Digital materials by email: aineistot@tehylehti.fi