

tehy

MEDIAINFORMATION 2021

”
As a target group, the common denominators of the readers of Tehy magazine are education in the field, demanding jobs and the desire to stay up to date with professional development.

Number one medium in the social and health care field

Advertisement in the Tehy magazine allows you to reach all the professionals in the health care field at once. The print magazine has 11 issues annually and reaches about 176 000 readers.

Interesting and useful

The readers consider Tehy magazine an important and useful source of professional information. A considerable majority of readers (70 %) read through the magazine partly or completely and about nine in ten (88 %) have at least browsed through the magazine. This tendency to read the magazine through carefully has remained at a high level for several years. Of the readers, 93 % are female.

Tehylehti.fi

On our website, we publish articles from the print version as well as current news. The Tehylehti.fi website has an average of 34 700 individual visitors in a week (Snoobi 2020).

Newsletter

Tehy magazine's monthly newsletter now has more than 23 000 satisfied subscribers. The average opening ratio of the newsletter is 44 %.



The information about Tehy magazine is based on a reader survey implemented by Taloustutkimus Oy.

Dates and deadlines 2021

Issue	Space reservation	Material deadline	Publication date
1	8.12.	17.12.	30.12.
2	12.1.	21.1.	3.2.
3	9.2.	18.2.	3.3.
4	9.3.	18.3.	31.3.
5	13.4.	22.4.	5.5.
6-7	18.5.	27.5.	9.6.
8	20.7.	29.7.	11.8.
9	17.8.	26.8.	8.9.
10	14.9.	23.9.	6.10.
11	12.10.	21.10.	3.11.
12	9.11.	18.11.	1.12.

Advertising Sales

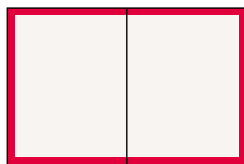
Otavamedia Oy
Anne Joukainen
+358 50 310 3081
anne.joukainen@otava.fi

Ari Suominen
+358 40 355 2340
ari.suominen@otava.fi

Job Advertisement
Leena Hyyryläinen
+358 50 592 1936
leena.hyyrylainen@otava.fi

Extra editions
Issue 1 New students (10 000 copies)
Issue 9 New students (10 000 copies)

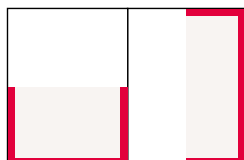
Advertising Specifications



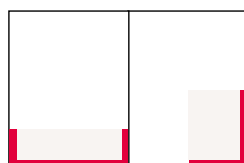
Spread
display fixed size 366 x 245 mm
bleed fixed size 434 x 280 mm
price 8 335 €



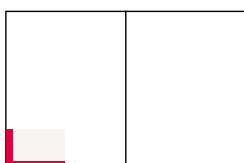
Full page
display fixed size 183 x 245 mm
bleed fixed size 217 x 280 mm
price 4 600 €



Half page horizontal
display fixed size 183 x 122 mm
bleed fixed size 217 x 140 mm



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 €

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

Cancelling advertisements and submitting claims

We will charge 50 % of the advertisement price for ads that are cancelled after the last booking date. Any claims regarding incorrect advertisements must be made within seven days of the advertisement date, at the latest. The magazine is not liable for the advertiser's potential damage if the approved advertisement is not published on the determined date due to production-related causes or similar reasons. The publisher's liability is limited to the price of the advertisement.

Online advertising



The website of Tehy magazine has three cross-screen advertising spaces.

Rectangle banner

640 x 640 px
price 950 € for 14 days,
VAT 0 %
2 advertising spots

Parade banner

980 x 120 px
price 850 € for 14 days, VAT 0 %
(note: does not show up on
mobile devices)

Newsletter

www.tehylehti.fi/uutiskirje

Number of subscribers: 23 000

Average opening ratio: 44 %

Posting dates:

1. 29.12.	5. 4.5.	10. 5.10.
2. 2.2.	6. 8.6.	11. 2.11.
3. 2.3.	8. 10.8.	12. 30.11.
4. 30.3.	9. 7.9.	

Advertising spaces:

Banner 640 x 192 px

Banner + text, max. 150 characters 640 x 380 px
price 1 890 €, VAT 0 %

Requirements for materials

Deliver materials as JPG or PNG files. Colours in RGB format. Remember to include the landing link. The finished materials need to be delivered by 9 am on a Monday preceding the posting date to riikka.huttunen@tehylehti.fi.

Subscribe to the newsletter:

Tehylehti.fi/uutiskirje

Tehylehti.fi