

TEHY



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.

MEDIAINFORMATION 2025

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. The circulation of Tehy magazine is 117 436 copies and the average edition is 119 400 copies (LT 2024).

Interesting and useful

The readers consider Tehy magazine an important and useful source of professional information. Almost all readers (98 %) read and browse through the magazine. An average of 38 minutes is spent with the magazine. Readers feel they get useful information from the magazine's announcements. Tendency to read the magazine through carefully has remained at a high level for several years. Nowadays, more readers can also be reached on the magazine's website. 96 % of the readers 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 43 221 visits per week (Matomo 2024).

Newsletter

Tehy magazine's monthly newsletter now has around 19 000 satisfied subscribers. The average opening ratio of the newsletter is 45 %.

The information about Tehy magazine is based on a reader survey implemented by Taloustutkimus Oy 2023.



Dates and deadlines 2025

Issue	Space reservation	Material deadline	Publication day
1	3.12.	12.12.	2.1.
2	14.1.	23.1.	6.2.
3	27.2.	6.3.	20.3.
4	11.3.	20.3.	3.4.
5	15.4.	24.4.	8.5.
6-7	13.5.	22.5.	5.6.
8	15.7.	24.7.	7.8.
9	12.8.	21.8.	4.9.
10	9.9.	18.9.	2.10.
11	14.10.	23.10.	6.11.
12	11.11.	20.11.	4.12.

Advertising Sales

Anne Joukainen
+358 50 310 3081
anne.joukainen@asiakasmedia.fi

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

Extra editions
Issue 1 New students (8 000 copies)
Issue 9 New students (8 000 copies)

