

TEHY

”

90% of readers consider Tehy Magazine's articles to be written with expertise.

Tehy Magazine – Media Kit 2027

The leading media for health, social care and early childhood education professionals

Tehy Magazine reaches a broad audience of professionals working in health care, social care and early childhood education. The print magazine is published 11 times a year.

Tehy Magazine has a circulation of 116,928 copies and an average print run of 118,500 copies (LT 2025).

Engaging and useful

Tehy Magazine reaches its readers exceptionally well: 99% read or browse the magazine, and 76% read at least one or two articles. Readers spend an average of 35 minutes with each issue.

Readers highly value the magazine's content: 90% consider the articles to be written with expertise, 87% regard the magazine as a reliable source of information, and 83% find the articles interesting. Advertising is also considered useful: 56% of readers fully or partly agree that advertisements provide them with useful information.

95% of readers are women.

Source: Tehy Magazine Reader Survey 2025, Taloustutkimus Oy, n=740.

Tehylehti.fi

Tehylehti.fi provides up-to-date news and engaging content for professionals working in health care, social care and early childhood education. The website receives an average of 35,122 visits per week (Matomo 2025).

Newsletter

Tehy Magazine's monthly newsletter has approximately 20,000 subscribers. The average open rate is 45% (LianaMailer).



Dates and deadlines 2027

Issue	Space reservation	Material deadline	Publication day
1	8.12.	10.12.	7.1.
2	13.1.	21.1.	4.2.
3	9.2.	18.2.	4.3.
4	16.3.	24.3.	8.4.
5	13.4.	22.4.	5.5.
6–7	11.5.	20.5.	3.6.
8	15.6.	22.7.	5.8.
9	10.8.	19.8.	2.9.
10	14.9.	23.9.	7.10.
11	12.10.	21.10.	4.11.

Extra editions

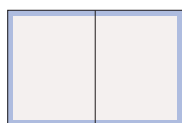
Issue 1 New students
Issue 9 New students

Advertising Sales

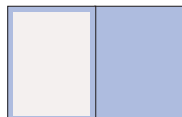
Anne Joukainen
+358 50 310 3081
anne.joukainen@asiakasma.fi

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

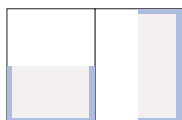
Advertising Specifications



Spread
420 x 280 mm + 3 mm bleed
price 8 335 €

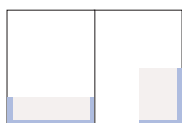


Full page
210 x 280 mm + 3 mm bleed
price 4 600 €



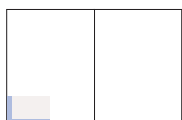
Half page horizontal
210 x 135 mm + 3 mm bleed

Half page vertical
100 x 280 mm + 3 mm bleed
price 2 750 €

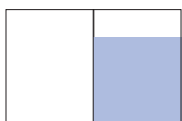


Quarter page horizontal
190 x 58 mm + 3 mm bleed

Quarter page vertical
90 x 125 mm + 3 mm bleed
price 1 530 €



One-eighth page
90 x 58 mm + 3 mm bleed
price 840 €



Back cover page
210 x 254 mm + 3 mm bleed
price 4 600 € +12 %

Tehy Magazine is not subject to VAT.

Premium placements +12%

Back cover, inside front cover, inside back cover and other specified placements.

Print material delivery

Print materials must be supplied as PDF files in CMYK colour mode with a resolution of 300 dpi. The file name must include the advertiser's name and the issue number of Tehy Magazine in which the advertisement will be published.

Final print materials should be sent by email to ilmoitukset.tehylehti.fi@punamusta.com.

Cancellations and complaints

Advertisements cancelled after the final booking deadline will be charged at 50% of the advertising rate. Any complaint concerning an incorrectly published advertisement must be submitted within seven days of the publication date.

The magazine shall not be liable for any loss or damage incurred by the advertiser if an approved advertisement cannot be published at the agreed time due to production-related or similar reasons. The publisher's liability is limited to the price of the advertisement.

All advertising space must be booked through Asiakasmedia's advertising sales team.

Verkkomainonta



Tehylehti.fi -sivustolla on neljä läpi sivuston näkyvää mainospaikkaa.

Article banner

Desktop: 720 x 290 px

Mobile: 300 x 500 px

Material size:

Desktop: 1440 x 580 px

Mobile: 600 x 1000 px

price 1 200 € for 7 days

VAT 0 %

1 advertising spot available

Premium banner

300 x 300 px

Material size:

600 x 600 px

price 1 200 €/7 days

VAT 0 %

1 advertising spot available

Online advertising material delivery

Materials must be supplied as PNG files. The advertising material and a link to the landing page must be sent by email to riikka.huttunen@tehy.fi by 9:00 a.m. on the Friday preceding the advertising week.

Banner

300 x 300 px

Material size:

600 x 600 px

hinta 250 €/7 vrk VAT 0 %

2 advertising spots available

Newsletter

Number of subscribers: 20 000

Average opening ratio: 45 %

Send dates:

January

11.1., 21.1.

February

3.2., 18.2.

March

3.3., 18.3.

April

7.4., 22.4.

May

4.5., 20.5.

June

2.6., 17.6.

July

8.7., 22.7.

August

5.8., 19.8.

September

1.9., 16.9.

October

6.10., 21.10.

November

3.11., 18.11.

December

1.12., 16.12.

Advertising spaces:

Banner 1200 x 730 px + text, max. 150 characters

price 2 100 €, VAT 0 %

Banner 1200 x 360 px

price 1 690 €, VAT 0 %

Newsletter advertising material delivery

Materials must be supplied as PNG files. The advertising material and a link to the landing page must be sent by email to riikka.huttunen@tehy.fi by 9:00 a.m. on the day before the newsletter is sent.