

# opettaja

The background of the cover features a circular arrangement of red pencils. The pencils are positioned with their tips pointing towards the center, creating a starburst or sunburst pattern. The pencils are a vibrant red color, and their wooden tips are visible, showing the natural wood grain. The overall composition is symmetrical and visually striking.

[www.opettaja.fi](http://www.opettaja.fi)

Specialist journal for educators, which reaches  
all teachers from early childhood to adult education.

**MEDIA  
INFORMATION 2012**

## Advertisement sales









Mediamyynti-Jyrki Ehnqvist Oy  
P.O. Box 28, Säterintie 6, 00721 Helsinki  
Tel. +358 (0)9 350 5350  
Fax +358 (0)9 350 53530  
E-mail: opettaja@opedia.fi  
www.opedia.fi

Jyrki Ehnqvist  
Marjo Ehnqvist  
Tuomas Ehnqvist  
Suvi Ehnqvist

## PUBLICATION SCHEDULE 2012

Issue	Date	Topics and special issues	Reservations	Material	Digital material	Class. ads / materials
1-2	13.1.	Educa 2012 Trading Event	2.12.2011	27.12.2011	28.12.2011	27.12.2011
3	20.1.		30.12.2011	9.1.2012	11.1.2012	9.1.2012
4	27.1.	School books	5.1.	16.1.	18.1.	16.1.
5	3.2.		13.1.	23.1.	25.1.	23.1.
6a	10.2.		20.1.	30.1.	30.1.	30.1.
7	17.2.	School purchases	27.1.	6.2.	8.2.	6.2.
8-9	24.2.		3.2.	13.2.	15.2.	13.2.
10	9.3.	Teacher training	17.2.	27.2.	29.2.	27.2.
11	16.3.		24.2.	5.3.	7.3.	5.3.
12	23.3.		2.3.	12.3.	14.3.	12.3.
13	30.3.		9.3.	19.3.	21.3.	19.3.
14-15	5.4.		16.3.	26.3.	28.3.	26.3.
16	20.4.		30.3.	10.4.	12.4.	10.4.
17	27.4.	Teachers' culture and summer	5.4.	16.4.	18.4.	16.4.
18	4.5.	Environment	13.4.	23.4.	25.4.	23.4.
19	11.5.		20.4.	30.4.	2.5.	30.4.
20	18.5.		27.4.	7.5.	9.5.	7.5.
21	25.5.		4.5.	14.5.	16.5.	14.5.
22-23	1.6.		11.5.	21.5.	23.5.	21.5.
24-25	15.6.	Curriculum planning	25.5.	4.6.	6.6.	4.6.
26-31	29.6.		8.6.	18.6.	18.6.	18.6.
32	10.8.	OAJ members' issue	29.6.	30.7.	1.8.	30.7.
33	17.8.		29.6.	6.8.	8.8.	6.8.
34	24.8.	Continuing teacher training	3.8.	13.8.	15.8.	13.8.
35a	31.8.		10.8.	20.8.	20.8.	20.8.
36	7.9.		17.8.	27.8.	29.8.	27.8.
37	14.9.	Decision-makers' issue, print run 128.000 copies	24.8.	3.9.	5.9.	3.9.
38	21.9.		31.8.	10.9.	12.9.	10.9.
39	28.9.		7.9.	17.9.	19.9.	17.9.
40	5.10.	Teaching technology	14.9.	24.9.	26.9.	24.9.
41	12.10.		21.9.	1.10.	3.10.	1.10.
42	19.10.	Well-being issue	28.9.	8.10.	10.10.	8.10.
43	26.10.	Media education	5.10.	15.10.	16.10.	15.10.
44-45	2.11.		12.10.	22.10.	24.10.	22.10.
46	16.11.		26.10.	5.11.	7.11.	5.11.
47	23.11.		2.11.	12.11.	14.11.	12.11.
48	30.11.		9.11.	19.11.	21.11.	19.11.
49	7.12.		16.11.	26.11.	28.11.	26.11.
50	14.12.		23.11.	3.12.	5.12.	3.12.
51-52	21.12.	Christmas	23.11.	10.12.	12.12.	10.12.
6b	10.2.2012	Class excursion guides 2012	30.11.2011	7.12.2011	9.12.2011	The deadline of the material is at 12.00 am.
35b	31.8.2012	See separate media card	21.6.2012	6.8.2012	8.8.2012	

## AD SIZES

								please leave a space of 217 x 30 mm at the upper edge of the back cover.
2/1 page 434 x 297 mm bleed 3 mm	1/1 page 217 x 297 mm bleed 3 mm	1/2 page 91 x 265 mm	1/2 page 187 x 130 mm	1/4 page 44 x 265 mm	1/4 page 91 x 130 mm	1/4 page 187 x 62 mm	Back cover 217 x 297 mm bleed 3 mm	

## The publisher

Opetusalan Ammattijärjestö OAJ ry  
- Trade Union of Education in Finland  
Rautatieläisenkatu 6, 00520 Helsinki  
Tel. +358 (0)20 748 9600  
opettaja@oaj.fi  
Editor-in-Chief Hannu Laaksola  
Managing Editor Annu Somppi  
www.opettaja.fi

## Traffic

Jaana Laine  
P.O. Box 94, Rautatieläisenkatu 6  
00521 Helsinki  
Tel. +358 (0)20 748 9724  
jaana.laine@oaj.fi

## ADVERTISEMENT PRICES 2012

Valid from 1.1.2012. All rights reserved. Advertisement prices in euros, VAT 0%.

### Advertisements in text

Size	b/w	2-col. *)	4-col.
2/1 page 434 x 297 mm	4.045€	4.569€	6.775€
1/1 page 217 x 297 mm	2.358€	2.850€	3.980€
1/2 page 91 x 265 mm	1.480€	1.914€	2.675€
1/4 page 187 x 130 mm	927€	1.123€	1.592€
44 x 265 mm			
91 x 130 mm			
187 x 62 mm			

Special placement 10%. \*) b/w + one extra colour

### Classifieds

Size	b/w	2-col. *)	4-col.
Price Eur/ column mm	3.45€ /cmm	4.10€ /cmm	5.90€ /cmm

Column width for classified ads without margin:

1 column	2 columns	3 columns	4 columns
44 mm	91 mm	139 mm	187 mm

\*) b/w + one extra colour

### Supplement prices/1000 copies

weight	weight	weight	weight
max 5 g	75€	21-30 g	118€
6-10 g	91€	31-40 g	138€
11-20 g	102€	41-50 g	159€

The prices apply to normal stapled inserts, inserts and spot-glued inserts in the entire edition. Prices for partial editions, bagging and other special arrangements are quoted separately.

**Minimum charge 2.750 euros.**

The sale of advertising space in the supplements to third parties is forbidden.

### Internet banners at [www.opettaja.fi](http://www.opettaja.fi)

Banner 1 week	212€
Banner 1 month	677€

#### Material info for banners

Size 150x60 pixels  
File format gif or jpg  
File size max. 16 kb  
Animation loop count = 3

#### Banner submission

Finished materials must be delivered at the latest 7 days before the publishing day to the address: [nettiopettaja@oaj.fi](mailto:nettiopettaja@oaj.fi)

### OPETTAJA-LEHTI

CIRCULATION 98.465 copies  
(FABC 16 January 2012)

READERSHIP 179.000  
(NRS Autumn 2010/Spring 2011)

### CIRCULATION BY TEACHER GROUP

Nursery school	13.300
Basic education (grades 1-6)	19.900
Basic education (grades 7-9)	12.550
Other basic education	6.200
Upper secondary school	5.800
Vocational institute	16.050
University	1.450
Other teacher groups	10.600
Students	7.750

### TECHNICAL INFORMATION

Printing method:	offset
Paper:	Solaris Brite 54 g
Size:	217x297 mm
Bleed:	3 mm
Columns:	4
Binding:	in paper covers
Place of printing:	Forssa Print,
Address:	Helsingintie 22/ Lastauslaituri 30300 FORSSA
Contact:	Hannu Kurkikangas Tel. +358 (0)3 41 551

### MATERIAL INFO

#### File formats

- PDF format, colours in CMYK format, including all fonts.
- Photos JPG, colours in CMYK format.
- EPS format, colours in CMYK format, text always as graphics.
- Image resolution at least 250 dpi in all files.

#### Material submission

1. By E-mail:
  - Ads in text: [teksti.ilmoitukset@oaj.fi](mailto:teksti.ilmoitukset@oaj.fi)
  - Classifieds: [luokitellut@oaj.fi](mailto:luokitellut@oaj.fi)
2. Through the service centre operating in conjunction with the Finnish Periodical Publishers' Association

Advance sheet may be sent by fax to +358 (0)9 150 2507 / Tanja Maijanen, tel. +358 (0)40 520 0342.

A colour printout may also be delivered to the address: Opettaja-lehti, Jaana Laine, P.O. Box 94, 00521 HELSINKI.

The following information must be sent with the material: the version of the software used; the issue in which the add is to be published and the sender's contact information.

# THE MOST ATTRACTIVE MEDIA FOR EDUCATORS

Opettaja magazine is the number one resource for the Finnish education sector. It reaches all teacher groups from early childhood to adult education. The readers of Opettaja magazine are faithful to their key resource – as many as 82 per cent read the magazine regularly (NRS Autumn 2010/Spring 2011). Opettaja is the specialist trade journal for teachers and educators, and is the only medium to reach the entire education sector, from decision-makers to teachers on all levels of education.

The magazine offers its advertisers reliable and up-to-date media research data to facilitate their decisions. In addition to taking part in the National Readership Survey (NRS), we regularly conduct separate surveys to review decision-making and media usage within the education sector.

All advertisements published in Opettaja magazine are also readable online at [www.opettaja.fi](http://www.opettaja.fi).

## DISCOUNTS

Authorised advertisement agencies 15%. Frequency discounts: first rerun 5%, subsequent reruns 10%.

## TERMS OF PAYMENT

14 days net. Interest on arrears 9,5 %.

## PAYMENTS

Opetusalan Ammattijärjestö OAJ ry  
-Trade Union of Education in Finland  
Sampo Bank 800010-51020.

## RESERVATION, CONFIRMATION AND CANCELLATIONS

Both parties shall be bound by the space reservation once Opettaja magazine has sent the reservation confirmation in writing or by email. The validity of the reservation does not require the return of the above-mentioned confirmation or the submission of a separate confirmation. Any cancellations of advertisements must be made in writing or by email by the specified reservation deadline. Any cancellations of banners must be made 14 days before the agreed publication date. In the case of late cancellations, 50% of the original price will be charged.

## CHANGES TO ADVERTISEMENT PRICES

Any additional costs arising from laws, regulations or measures by the authorities shall be added to the listed prices as of the effective date of such provisions. The increases shall also be applied to existing space reservations. The prices are valid until further notice. We will attempt to notify any adjustments to the prices one month before the change takes effect.

## LIABILITY OF THE PUBLICATION

The liability of the publication for errors and omissions shall only apply to direct damages and is limited to the price of the advertisement.

The publication is not responsible for unreserved materials. The advertiser is responsible for ensuring that the advertisement inserts comply with the Finnish Postal Service's General Terms of Delivery for magazines.

## COMPLAINTS

In writing within 14 days after the publication date.

The logo for Opettaja magazine, featuring the word "opettaja" in a white, lowercase, sans-serif font, centered within a solid black rectangular background.

MEDIAMYNTI-JYRKI EHNQVIST OY,  
P.O. Box 28, Säterintie 6, 00721 Helsinki, tel. +358 (0)9 350 5350, fax +358 (0)9 350 53530  
[opettaja@opemedia.fi](mailto:opettaja@opemedia.fi), [www.opemedia.fi](http://www.opemedia.fi)