



opettaja

Trade Union magazine for educators. It reaches all teachers from early childhood education to university.

www.opettaja.fi

MEDIA INFORMATION 2018



PUBLICATION SCHEDULE 2018

Submission of advertising content ends on the material day at 12.00 noon.

Classified advertisements can be submitted without reservation as long as the material is delivered on schedule.

Issue	Week	Date	Topics and special issues	Advertisements in the text section			Class. ads / materials
				Reservations	Material	Digital material	
1	2	12.1.	Educa 2018	1.12.2017	27.12.2017	27.12.2017	27.12.2017
2	4	26.1.	+seniors	27.12.2017	15.1.	17.1.	15.1.
3a	6	9.2.		19.1.	29.1.	29.1.	29.1.
4	8	23.2.	School purchases	2.2.	12.2.	14.2.	12.2.
5	10	9.3.	Teacher training	16.2.	26.2.	28.2.	26.2.
6	12	23.3.	+seniors	2.3.	12.3.	14.3.	12.3.
7	14	6.4.		16.3.	26.3.	26.3.	26.3.
8	16	20.4.	Teachers' culture and summer	28.3.	9.4.	11.4.	9.4.
9	18	4.5.	Environment	13.4.	23.4.	24.4.	23.4.
10	20	18.5.		27.4.	7.5.	7.5.	7.5.
11	22	1.6.	+seniors	9.5.	21.5.	23.5.	21.5.
12	24	15.6.	Curriculum planning	25.5.	4.6.	6.6.	4.6.
13	32	10.8.	Continuing teacher training	21.6.	30.7.	1.8.	30.7.
14a	34	24.8.		3.8.	13.8.	13.8.	13.8.
15	36	7.9.	+seniors	17.8.	27.8.	29.8.	27.8.
16	38	21.9.	Decision-makers' issue, print run 126,000 copies	31.8.	10.9.	12.9.	10.9.
17	40	5.10.	Teaching technology	14.9.	24.9.	26.9.	24.9.
18	42	19.10.	Well-being issue +seniors	28.9.	8.10.	10.10.	8.10.
19	44	2.11.	Media education	12.10.	22.10.	22.10.	22.10.
20	46	16.11.		26.10.	5.11.	7.11.	5.11.
21	48	30.11.		9.11.	19.11.	21.11.	19.11.
22	50	14.12.	Christmas +seniors	23.11.	3.12.	3.12.	3.12.

in connection with OAJ membership calendar posting, no. 19/2018










+seniors = additional distribution to 21,000 older and retired teachers, circulation total: 117,000

Class excursion guides 2018, see separate media card

Schedule:

							Inserts
3b	6	9.2.2018	Spring 2018	30.11.2017	8.12.2017	11.12.2017	30.1.2018
14b	34	24.8.2018	Autumn 2018	20.6.2018	30.7.2018	1.8.2018	15.8.2018

Ad sizes

									Please leave a space of 230 x 30 mm at the upper edge of the back cover.
2/1 page 460 x 280 mm bleed 3 mm	1/1 page 230 x 280mm bleed 3 mm	1/2 page 96 x 244 mm	1/2 page 196 x 120 mm	1/4 page 46 x 244 mm	1/4 page 96 x 120 mm	1/4 page 96 x 120 mm	1/4 page 196 x 58 mm	Back cover 230 x 280 mm bleed 3 mm	

The publisher

Opetusalan Ammattijärjestö OAJ ry
- Trade Union of Education in Finland
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ADVERTISEMENT PRICES 2018

Valid from 1.1.2018. All rights reserved. Advertisement prices in euros, VAT 0%.

Advertisements in text

Size		b/w	2-col. *)	4-col.
2/1 page	460 x 280 mm	4.105€	4.640€	6.875€
1/1 page	230 x 280 mm	2.395€	2.895€	4.040€
1/2 page	96 x 244 mm	1.500€	1.945€	2.715€
	196 x 120 mm			
1/4 page	46 x 244 mm	940€	1.140€	1.615€
	96 x 120 mm			
	196 x 58 mm			

Special placement 10%.

*) b/w + one extra colour

Classifieds

Size		b/w	2-col. *)	4-col.
Price Eur/ column mm		3.50€ /cmm	4.15€ /cmm	6.00€ /cmm

Column width for classified ads without margin:

1 column 46 mm	2 columns 96 mm	3 columns 146 mm	4 columns 196 mm
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*) b/w + one extra colour

Supplement prices/1000 copies

weight		weight	
max 5 g	76€	21–30 g	120€
6–10 g	92€	31–40 g	140€
11–20 g	104€	41–50 g	161€

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 2.830 euros.

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

Internet banners at www.opettaja.fi

Please refer to advertisement prices and sizes in www.opettaja.fi>Mainostajalle>In English

"OPETTAJA" MAGAZINE

CIRCULATION 99,094 audited copies (LT. 5.2.2018)

READERSHIP 173,000 (NRS 2017)

Circulation by teacher group

Early childhood education	13,700
Basic education (grades 1–6)	19,700
Basic education (grades 7–9)	11,000
Other basic education	9,400
Upper secondary school	5,400
Vocational institute	14,100
University	1,300
Other teacher groups	10,600
Students	7,300
Retired teachers	21,000 *)

*) six issues annually, see Publication Schedule

Technical information

Printing method:	offset
Paper:	Solaris Brite 54 g
Size:	230x280 mm
Bleed:	3 mm
Columns:	4
Binding:	in paper covers
Place of printing:	Forssa Print,
Address:	Helsingintie 22/ Lastauslaituri 30300 FORSSA
Customer Service:	Sari Lehto Tel. +358 (0)50 3273 226

MATERIAL INFO

File formats

- PDF format, colours in CMYK format.
- 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
 - Classifieds: luokitellut@oaj.fi
2. Through the service centre operating in conjunction with the Finnish Periodical Publishers' Association

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

Possible inquiries on material submissions may be referred to:

Pelle Huuhtanen, tel. +358 (0)40 482 0586

THE BEST MEDIA SOLUTIONS IN THE FIELD OF EDUCATION

"Opettaja" Magazine represents the undisputed number-one media in Finland's field of education, offering a direct link to the education sector. "Opettaja" Magazine is published every other Friday (all even weeks), and makes contact with all groups of teachers from early childhood education to university. It is delivered to the subscriber's home address.

"Opettaja" Magazine is a professional journal specifically for teachers in Finland, which reaches decision-makers in the education sector and professionals at all educational levels as the only media of its kind. The magazine has 173,000 readers, of whom 98 per cent only read the magazine in print. And, most importantly, as many as 84 per cent read the magazine regularly (NRS 2017).

For its advertisers, "Opettaja" Magazine offers up-to-date and reliable research data to support media decisions. We are a regular participant in National Readership Survey and, as required, we arrange for separate research studies measuring the decision-making in the teaching field and the use of media. Ask for research data on "Opettaja" Magazine media sales!

All advertisements published in "Opettaja" Magazine are also readable online at www.opettaja.fi.

DISCOUNTS

"Opettaja" Magazine grants a special premium to approved advertising and media agencies as well as to its direct clients, the amount of which is, at maximum, 15% of the advertisement price. In addition, the advertiser has the right to possible magazine-linked campaign and package discounts in accordance with the campaign terms, as well as a year-long contract-based reduction based on net price purchase volume. Year-long contracts are always made in writing.

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.

COMPLAINTS

In writing within 14 days after the publication date.

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.

TERMS OF PAYMENT

14 days net. Interest on arrears 9,5 %.
Invoice remark time 8 days.

PAYMENTS

Opetusalan Ammattijärjestö OAJ ry
-Trade Union of Education in Finland
Danske Bank FI73 8000 1000 0510 20

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.

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OPEMEDIA

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