

# opettaja

## MEDIA INFORMATION 2019

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

► [opettaja.fi](http://opettaja.fi)



Opettaja Magazine is unquestionably the number one media in the Finnish education sector. Opettaja Magazine, the trade magazine for teachers, is published every other Friday and is targeted at all teachers from early childhood education to university.

Opettaja Magazine is the only media that reaches decision-makers and professionals at every level of the education sector, delivered to their home address. The printed magazine has 142,000 readers, 95% of whom only read the print version. And most importantly, as many as 76% of them are regular readers. The total reach of the print and online magazine is 146,000 readers (NRS 2018).

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

### Advertisement sales

Opemedia  
P.O. Box 28, Eskolantie 1 A, 00721 Helsinki  
Tel. +358 (0)44 750 5350  
[opettaja@opemedia.fi](mailto:opettaja@opemedia.fi) / [opemedia.fi](http://opemedia.fi)

Ad Manager Sandor Ehnqvist  
Sales Manager Marjo Ehnqvist  
Ad Consultant Tuomas Ehnqvist  
Ad Consultant Suvi Ehnqvist

### The publisher

Opetusalan Ammattijärjestö OAJ ry  
- Trade Union of Education in Finland  
P.O.Box 20, 00521 Helsinki  
Visiting address: Kellosilta 7  
Tel. +358 (0)20 748 9600  
[opettaja@oaj.fi](mailto:opettaja@oaj.fi) / [opettaja.fi](http://opettaja.fi)

Producer, Editor-in-Chief Minna Ängeslevä  
Ad Traffic Jaana Laine, Tel. +358 (0)20 7489 652

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## Publication schedule 2019

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	11.1.	Educa 2019	30.11.2018	27.12.2018	27.12.2018	27.12.2018
2	4	25.1.	+seniors	4.1.	14.1.	16.1.	14.1.
3a	6	8.2.		18.1.	28.1.	28.1.	28.1.
4	8	22.2.	School purchases	1.2.	11.2.	13.2.	11.2.
5	10	8.3.	Teacher training	15.2.	25.2.	27.2.	25.2.
6	12	22.3.	+seniors	1.3.	11.3.	13.3.	11.3.
7	14	5.4.		15.3.	25.3.	27.3.	25.3.
8	16	18.4.	Teachers' culture and summer	29.3.	8.4.	8.4.	8.4.
9	19	10.5.	Environment	17.4.	29.4.	29.4.	29.4.
10	21	24.5.	+seniors	3.5.	13.5.	15.5.	13.5.
11	23	7.6.		17.5.	27.5.	27.5.	27.5.
12	25	20.6.	Planning for the school year	29.5.	10.6.	12.6.	10.6.
13	33	16.8.	Continuing teacher training	20.6.	5.8.	7.8.	5.8.
14a	35	30.8.		9.8.	19.8.	19.8.	19.8.
15	37	13.9.	Decision-makers' issue, print run 121,000 copies	23.8.	2.9.	4.9.	2.9.
16	39	27.9.	+seniors	6.9.	16.9.	18.9.	16.9.
17	41	11.10.	Teaching technology	20.9.	30.9.	2.10.	30.9.
18	43	25.10.	Well-being issue + seniors	4.10.	14.10.	16.10.	14.10.
19	45	8.11.	Media education	18.10.	28.10.	28.10.	28.10.
20	47	22.11.		31.10.	11.11.	13.11.	11.11.
21	49	5.12.		15.11.	25.11.	25.11.	25.11.
22	51	20.12.	Christmas +seniors	29.11.	9.12.	11.12.	9.12.

in connection with OAJ membership calendar posting, no. 19/2019

+seniors = additional distribution to 22,000 older and retired teachers, total circulation: 115,000

Class excursion guides 2019, see separate media card

Schedule:

							Inserts
3b	6	8.2.2019	Spring 2019	30.11.2018	5.12.2018	10.12.2018	29.1.2019
14b	35	30.8.2019	Autumn 2019	19.6.2019	5.8.2019	7.8.2019	21.8.2019

## Advertisement prices 2019

Valid from 1.1.2019. All rights reserved.  
Advertisement prices in euros, VAT 0%.

### Advertisements in text

Koko		b/w	2-col. *	4-col.
2/1 page	460 x 280 mm	4 185 €	4 730 €	7 010 €
1/1 page	230 x 280 mm	2 440 €	2 950 €	4 120 €
1/2 page	96 x 244 mm 196 x 120 mm	1 530 €	1 985 €	2 770 €
1/4 page	46 x 244 mm 96 x 120 mm 196 x 58 mm	960 €	1 165 €	1 650 €

Special placement 10%.

\* b/w + one extra colour

### Supplement prices/1000 copies

Weight		Weight	
max 5 g	78 €	21 – 30 g	122 €
6 – 10 g	94 €	31 – 40 g	143 €
11 – 20 g	106 €	41 – 50 g	164 €

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 2 890 euros.

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

### Classifieds

	b/w	2-col. *	4-col.
Price Eur/ column mm	3,60 € /cmm	4,25 € /cmm	6,10 € /cmm

\* b/w + one extra colour

Column width for classified ads without margin:

1 column = 46 mm      2 columns = 96 mm  
3 columns = 146 mm      4 columns = 196 mm

### Internet banners at opettaja.fi

Please refer to advertisement prices and sizes in:  
→ [opettaja.fi](http://opettaja.fi) → [Mainostajalle](#) → [In English](#)

### Ad sizes

2/1 page:  
460 x 280 mm

1/1 page:  
230 x 280 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:  
196 x 58 mm

Back cover  
230 x 280 mm  
Bleed: 3 mm  
**Please leave a space of 230 x 30 mm at the upper edge of the back cover.**

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## MEDIA INFORMATION 2019

### Opettaja magazine

**Circulation** 98 154 audited copies  
(LT 24.1.2019)

**Readership** 142 000 (NRS 2018)

#### Circulation by teacher group

Early childhood education	12 600
Basic education (grades 1–6)	19 400
Basic education (grades 7–9)	10 700
Other basic education	10 000
Upper secondary school	5 300
Vocational institute	13 200
University	1 300
Other teacher groups	10 300
Students	8 000
Retired teachers *	22 000

\* six issues annually,  
see Publication Schedule

### Technical information

**Printing method:** offset  
**Paper:** Solaris Brite 54 g  
**Size:** 230 x 280 mm  
**Bleed:** 3 mm  
**Columns:** 4  
**Binding:** in paper covers

#### Place of printing:

Forssa Print,  
Helsingintie 22 /  
Lastauslaituri  
30300 FORSSA

#### Customer Service:

Sari Lehto, Forssa Print  
tel. +358 (0)50 3273 226

### Material info

#### File formats

- PDF format, colours in CMYK format  
all fonts included
- 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

**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, Aste Helsinki Oy  
tel. +358 (0)40 482 0586

### 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.

### 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. Advertisers based outside Finland will be issued an invoice at the time of booking, and it will be payable 7 days before the submission date for the material specified in the publication schedule.

### 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.

### Complaints

In writing within 14 days after the publication date.

### Other conditions

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