

Retkiopas

MEDIAINFO



► Retkiopas Magazine autumn 2019

School excursions and school camps

► Retkiopas Magazine spring 2020

Class field trips and school camps



Guides on the web

→ opettaja.fi
→ Lue lehti →
Retkioppaat ja
Opintoretket

Retkiopas Magazine package 2019–2020

Retkiopas Magazine package for teachers includes two impressive, high-quality guides to help teachers plan school outings. The autumn 2019 guide focusses on school trips and school camps, and the spring 2020 guide on school field trips.

The teacher guidebooks are clearly organised, with comprehensive contents.

The guides will be sent by post together with the Opettaja Magazine to all early childhood education, basic education and general upper secondary school teachers. 59,000 copies of each guidebook will be printed.

Advertising package prices

Size	b&w	2 colour *	4 colour
2/1 page	7 530 €	8 515 €	12 620 €
1/1 page	4 390 €	5 310 €	7 415 €
1/2 page	2 755 €	3 575 €	4 985 €
1/4 page	1 730 €	2 095 €	2 970 €
1/8 page	920 €	1 160 €	1 620 €

VAT 0 % * b&w + additional colour
10% premium charged for special placement.

Supplement prices are calculated separately. Request an offer!

The advertising prices for the 2019–2020 Retkiopas Magazine package are valid until 19 June 2019.

!
Please notice that magazine format and advertising sizes are changed. See the new sizes on the flip side →

Retkiopas autumn 2019 and Retkiopas spring 2020

Retkiopas Magazine is published twice a year, at the end of August and at the beginning of February. The magazines feature interesting destinations throughout Finland, take a look at school field trip and school camp destinations around the country, and even at some camps or trips abroad.

The autumn guide contains 68 pages and the spring guide 132 pages. The spring guide's contents are arranged by region.

Individual advertising prices

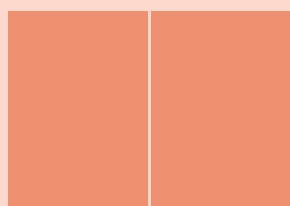
Size	b&w	2 colour *	4 colour
2/1 page	4 185 €	4 730 €	7 010 €
1/1 page	2 440 €	2 950 €	4 120 €
1/2 page	1 530 €	1 985 €	2 770 €
1/4 page	960 €	1 165 €	1 650 €
1/8 page	510 €	645 €	900 €

VAT 0 % * b&w + additional colour
10% premium charged for special placement.

Publication schedule

Retkiopas	Published on	Reservations	Working files	Finished files	Supplements
Autumn 2019	30.8.2019	19.6.2019	5.8.2019	7.8.2019	21.8.2019
Spring 2020	7.2.2020		4.12.2019	9.12.2019	28.1.2020

Size of advertising



2/1 page: 420 x 280 mm



1/1 page: 210 x 280 mm



1/2 page: 80 x 237 mm



1/2 page: 166 x 115 mm



1/4 page: 80 x 115 mm



1/4 page: 166 x 54 mm



1/8 page: 80 x 54 mm

Technical details

Printing method:	-
Paper grade:	-
Finished files:	electronically
Page size:	210 x 280 mm
Trim allowance:	3 mm
No. of columns:	4
Column width:	37 mm
Binding:	saddle-stitching

Printing house/delivery address for supplements:

Forssa Print,
Helsingintie 22 /Lastauslaituri
30300 FORSSA

Customer contact person:

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

File instructions

Data formats

- Ready PDF file, colours CMYK, all fonts included.
- Images JPG, colours CMYK.
- EPS file, colours CMYK, text always as a graphic element.
- Image resolution of at least 250 dpi in all files.

Submission of files

1. Via email: teksti.ilmoitukset@oaj.fi
2. Through the service centre that operates in connection with the Finnish Periodical Publishers' Association.

Files must be accompanied by the following information: the software version used, the magazine where the advertisement will appear and the sender's contact information. **For any questions concerning the submission of files:** Pelle Huuhtanen, Aste Helsinki Oy, tel. +358 (0)40 482 0586.

Contact

Media sales

Opemedia
PL 28, Eskolantie 1 A
00721 Helsinki
tel. +358 (0)44 750 5350
opettaja@opemedia.fi
opemedia.fi

Publisher

Opetusalan Ammattijärjestö OAJ ry
- The Trade Union of Education in Finland, OAJ, P.O. Box 20, Kelloilta 7
00521 Helsinki
opettaja@oaj.fi / opettaja.fi
Editor in Chief Minna Ängeslevä
Producer Eeva Myyrä

Discounts

Opettaja Magazine shall grant a discount of max. 15% off the advertising price to its approved advertising and media agencies and its direct customers.

Payment terms

14 days net. Late payment interest 9.5%.
Notices concerning invoices: within 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 date.

Pay to

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

Binding nature and cancellation of advertisements

The advertising reservation is binding on both parties from the date when Opettaja Magazine has sent confirmation of the advertising reservation either by letter or by email. The binding nature of the reservation does not require a reply to the above-mentioned confirmation or the delivery of a separate order. Advertisements must be cancelled in writing or by email at the latest on the last reservation day. Late cancellations will be subject to a charge, which is 50% of the price of the advertisement.

Changes in advertising prices Cost increases that are the result of legislation, decrees or measures taken by authorities shall correspondingly raise the advertising prices, starting from the date when the regulations take effect. The increases shall also apply to advertising reservations that have already been made. The prices are valid until further notice. The aim is to provide notification of price changes one month before prices are raised.

Magazine's liability

The magazine's liability for errors or for the omission of an advertisement only concerns direct damage and is limited to the price of the advertisement. The magazine is not responsible for material that has been submitted without a reservation. The advertiser is responsible for ensuring that the advertising supplement is in compliance with Posti's general terms of delivery concerning magazines and that the supplement can be mechanically sorted.

Complaints

Must be made in writing within 14 days of the date of publication.

Other terms and conditions

Selling advertising space in the supplements to third parties is prohibited.