

OPETTAJA

MEDIA INFORMATION 2020

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

» 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.

Advertisement sales

Opemedia
P.O. Box 28, Eskolantie 1 A, 00721 Helsinki
Tel. +358 (0)44 750 5350
opettaja@opemedia.fi / 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: Kellostie 7
Tel. +358 (0)20 748 9600
opettaja@oaj.fi / opettaja.fi

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

OPETTAJA

Publication schedule 2020

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	3	17.1.	Educa 2020	13.12.2019	3.1.2020	8.1.2020	3.1.2020
2	5	31.1.	+seniors	10.1.2020	20.1.	22.1.	20.1.
3a	7	14.2.		24.1.	3.2.	3.2.	3.2.
4	9	28.2.	School purchases	7.2.	17.2.	19.2.	17.2.
5	11	13.3.	Teacher training	21.2.	2.3.	4.3.	2.3.
6	13	27.3.	+seniors	6.3.	16.3.	18.3.	16.3.
7	15	9.4.		20.3.	30.3.	1.4.	30.3.
8	17	24.4.	Teachers' culture and summer	3.4.	8.4.	15.4.	8.4.
9	19	8.5.	Environment	17.4.	27.4.	29.4.	27.4.
10	21	22.5.	+seniors	29.4.	11.5.	13.5.	11.5.
11	23	5.6.		15.5.	25.5.	27.5.	25.5.
12	25	18.6.		29.5.	8.6.	10.6.	8.6.
13	33	14.8.	Continuing teacher training	18.6.	3.8.	5.8.	3.8.
14a	35	28.8.		7.8.	17.8.	17.8.	17.8.
15	37	11.9.	Decision-makers' issue, print run 119,000 copies	21.8.	31.8.	2.9.	31.8.
16	39	25.9.	+seniors	4.9.	14.9.	16.9.	14.9.
17	41	9.10.	Teaching technology	18.9.	28.9.	30.9.	28.9.
18	43	23.10.	Well-being issue + seniors	2.10.	12.10.	14.10.	12.10.
19	45	6.11.	Media education	16.10.	26.10.	26.10.	26.10.
20	47	20.11.		30.10.	9.11.	11.11.	9.11.
21	49	4.12.		13.11.	23.11.	25.11.	23.11.
22	51	18.12.	Christmas +seniors	27.11.	7.12.	9.12.	7.12.

Post can deliver an issue a day prior of the official publishing date.

In connection with OAJ membership calendar posting, no.19/2020.

+seniors = additional distribution to 21 000 and older and retired teachers, total circulation: 112 000.

Retkiopas Magazine 2020, see separate media card

Schedule:

							Inserts
3b	7	14.2.2020	Retkiopas, spring 2020	13.12.2019	20.1.2020	22.1.2020	4.2.2020
14b	35	28.8.2020	Retkiopas, autumn 2020	18.6.2020	3.8.2020	5.8.2020	19.8.2020

Advertisement prices 2020

Valid from 1.1.2020. All rights reserved.

Advertisement prices in euros, VAT 0%..

Advertisements in text

Size	b/w	2-col.*	4-col.
2/1 page 420 x 280 mm	4 185 €	4 730 €	7 010 €
1/1 page 210 x 280 mm	2 440 €	2 950 €	4 120 €
1/2 page 80 x 237 mm 166 x 115 mm	1 530 €	1 985 €	2 770 €
1/4 page 80 x 115 mm 166 x 54 mm	960 €	1 165 €	1 650 €

Special placement 10 %.

* b/w + one extra colour

Supplement prices/1000 copies

Weight	Weight	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

	mv	2-col.*	4-col.
Laskutus palstamillimetreittäin	3,60 € /ppm	4,25 € /ppm	6,10 € /ppm

* b/w + one extra colour

Column width for classified ads without margin:

1 column = 37 mm

2 columns = 80 mm

3 columns = 123 mm

4 columns = 166 mm

Internet banners at opettaja.fi

Please refer to advertisement prices and sizes in:
» opettaja.fi » Mainostajalle » In English

Ad sizes



2/1 page:
420 x 280 mm



1/1 page:
210 x 280 mm



Back cover
210 x 280 mm
Please leave a space of
210 x 30 mm at the upper
edge of the back cover.

Bleed for whole page and back cover ads: 3 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

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Opettaja magazine

Circulation 98 154 kpl (LT 24.1.2019)

Readership 142 000 (KMT 2018)

Circulation by teacher group

Early childhood education	12 400
Basic education (grades 1–6)	19 000
Basic education (grades 7–9)	10 300
Other basic education	10 500
Upper secondary school	5 200
Vocational institute	12 600
University	1 300
Other teacher groups	9 900
Students	7 500
Retired teachers *	21 000

* six issues annually,
see Publication Schedule

Technical information

Printing method: offset
Paper: Novapress silk 65 g
Size: 210 x 280 mm
Bleed: 3 mm
Columns: 4
Column size: 37 mm
Binding: in paper covers

Place of printing:

Forssa Print,
Helsingintie 22 / Lastauslaituri
30300 FORSSA

Customer Service:

Sari Lehto, Forssa Print
puh. 050 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
 - 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, 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.