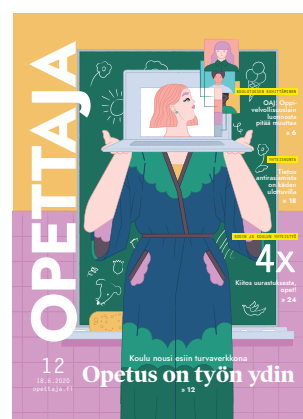


OPETTAJA

MEDIA INFORMATION 2021

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 191,000 readers. And most importantly, as many as 80% of them are regular readers. The total reach of the print and online magazine is 210,000 readers (NRS 2019).

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

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Editor-in-Chief
Minna Ängeslevä

OPETTAJA

Publication schedule 2021

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.

Is-sue	Date	Topics and special issues	Advertisements in the text section			Class. ads / materials
			Reservations	Material	Digital material	
1	15.1.	Educa 2021	14.12.2020	3.1.2021	8.1.2021	3.1.2021
2	29.1.	*	8.1.2021	18.1.	20.1.	18.1.
3a	12.2.		22.1.	1.2.	1.2.	1.2.
4	26.2.	School purchases	5.2.	15.2.	17.2.	15.2.
5	12.3.	Teacher training	19.2.	1.3.	3.3.	1.3.
6	26.3.	*	5.3.	15.3.	17.3.	15.3.
7	9.4.		19.3.	29.3.	31.3.	29.3.
8	23.4.	Teachers' culture and summer	1.4.	12.4.	14.4.	12.4.
9	7.5.	Environment	16.4.	26.4.	28.4.	26.4.
10	21.5.	*	30.4.	10.5.	12.5.	10.5.
11	4.6.		14.5.	24.5.	26.5.	24.5.
12	18.6.		28.5.	7.6.	9.6.	7.6.
13	13.8.	Continuing teacher training	18.6.	2.8.	4.8.	2.8.
14a	27.8.		6.8.	16.8.	16.8.	16.8.
15	10.9.	Decision-makers' issue, print run 119,000 copies	20.8.	30.8.	1.9.	30.8.
16	24.9.	*	3.9.	13.9.	15.9.	13.9.
17	8.10.	Teaching technology	17.9.	27.9.	29.9.	27.9.
18	22.10.	Well-being issue *	1.10.	11.10.	13.10.	11.10.
19	5.11.	Media education	15.10.	25.10.	25.10.	25.10.
20	19.11.		29.10.	8.11.	10.11.	8.11.
21	3.12.		12.11.	22.11.	24.11.	22.11.
22	17.12.	Christmas *	26.11.	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.19/2021.

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

Retkiopas Magazine 2021, see separate media card

Schedule:

						Inserts
3b	12.2.2021	Retkiopas, spring 2021	11.12.2020	18.1.2021	20.1.2021	2.2.2021
14b	27.8.2021	Retkiopas, autumn 2021	18.6.2021	2.8.2021	4.8.2021	17.8.2021

Advertisement prices 2021

Valid from 1.1.2021. All rights reserved. Opettaja Magazine's advertising sales are not subject to VAT.

Advertisements in text

Size	4-col.
2/1 page 420 x 280 mm	7 150 €
1/1 page 210 x 280 mm	4 200 €
1/2 page 80 x 237 mm 166 x 115 mm	2 820 €
1/4 page 80 x 115 mm 166 x 54 mm	1 680 €

Special placement 10 %.

Classifieds

Size	4-col.
Billing in column millimeter	6,20 € /column millimeter

Column width for classified ads without margin:

1 column = 37 mm
2 columns = 80 mm
4 columns = 166 mm

Hight for classified ads without margin:

22 mm, 32 mm, 52 mm,
72 mm, 110 mm, 227 mm

Supplement prices/1000 copies

Weight	Weight
max 5 g	80 €
6 – 10 g	96 €
11 – 20 g	108 €
21 – 30 g	124 €
31 – 40 g	146 €
41 – 50 g	167 €

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 2 950 euros. The sale of advertising space in the supplements to third parties is forbidden.

ADVERTISEMENT SALES

Sales Manager Ari Suominen,
ari.suominen@otava.fi,
tel. +358 40 355 2340

Material and delivery instructions can be found on the back page.

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

Prices and sizes of advertising banners at www.opettaja.fi/mainostajalle

OPETTAJA

MEDIA INFORMATION 2021

Opettaja magazine

Circulation 96 591 kpl (LT 27.1.2020)

Readership 196 000 (KMT 2019)

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:

Punamusta,
Helsingintie 22 / Lastauslaituri
30300 FORSSA

Customer Service:

Sari Lehto, Punamusta
Tel. +358 50 3273 226

Material info

File formats

• PDF format, colours in CMYK format
all fonts included, image resolution at
least 250 dpi in all files

Supplying material and related questions:

Advertising material is uploaded to the material management system. After booking the advertising space, the supplier of the material will receive an e-mail with a link and instructions on how to download the material. The system runs a technical check on the material during download. If the supplier of the material has not received an e-mail containing the link, please contact: yrityspalvelu@otavamedia.fi.

Classified ads by email to:
luokitellut@oaj.fi

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.

Reservation, confirmation and cancellations

Both parties shall be bound by the space reservation once Otavamedia 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.