

OPETTAJA

MEDIA INFORMATION 2025

Trade Union magazine for educators, reaching 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 once a month 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 208 400 readers. And most importantly, as many as 78% of them are regular readers. The total reach of the print and online magazine is 219 600 readers (NRS 2024).

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 (NRS) and, as required, we arrange separate research studies measuring the decision-making in the field of education 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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The publisher

Opetusalan Ammattijärjestö OAJ ry
Trade Union of Education in Finland
P.O.Box 20, Kellostie 7,
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Editor-in-Chief
Minna Ängeslevä

OPETTAJA

Publication schedule 2025

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

Classified advertisements can be submitted without reservation **if the material is delivered on schedule.**

Issue	Date	Topics and special issues	Advertisements in the text section			Class. ads / materials
			Reservations	Material	Final material	
1	20.1.	Educa 2025	20.12.2024	3.1.2025	7.1.2025	3.1.2025
2	17.2.	Technology and purchases*	27.1.	31.1.	3.2.	31.1.
3	17.3.		24.2.	28.2.	3.3.	28.2.
4	14.4.	Decision-makers' issue, * print run 137 000 issues	24.3.	28.3.	31.3.	28.3.
5	12.5.		22.4.	25.4.	28.4.	25.4.
6	9.6.	*	19.5.	23.5.	26.5.	23.5.
7	7.7.		1.7.	4.7.	7.7.	4.7.
8	25.8.	Advertising theme continuing education	4.8.	8.8.	11.8.	8.8.
9	22.9.	*	1.9.	5.9.	8.9.	5.9.
10	20.10.	Study tours	29.9.	3.10.	6.10.	3.10.
11	17.11.	Well-being*	27.10.	31.10.	3.11.	31.10.
12	15.12.		24.11.	28.11.	1.12.	28.11.

The print magazine is available to readers no later than Wednesday of the publication week.

Mailing of OAJ member's calendar in connection with No. 10/2025.

*Senior teacher magazine = additional distribution of 20 000 issues to senior teachers, total circulation: 103 000.

Advertisement prices 2025

Valid from 1.1.2025. All rights reserved. Opettaja Magazine's advertising sales are not subject to VAT.

Advertisements in text

Size	Price
2/1 page 420 x 280 mm	7 890 €
1/1 page 210 x 280 mm	4 634 €
1/2 page 80 x 237 mm 166 x 115 mm	3 112 €
1/4 page 80 x 115 mm 166 x 54 mm	1 853 €

Special placement 10 %.

Supplement prices/1000 copies

Paino		Paino	
max 5 g	93 €	21 – 30 g	143 €
6 – 10 g	112 €	31 – 40 g	170 €
11 – 20 g	125 €	41 – 50 g	193 €

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 3 000 euros. The sale of advertising space in the supplements to third parties is forbidden.

Classifieds

Size	Price
Billing in column millimetre	6,70 € /column millimetre

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

Banners

Banners to Opettaja.fi are sold for whole weeks from Monday from 00:00 hrs until Sunday to 24:00 hrs. However, banners can be uploaded and removed from the site at any time and on any day.

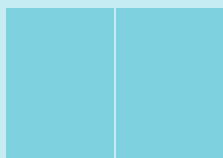
Top banner 970 x 120 pixels, price 697 € / week
Side banner 300 x 250 pixels, price 465 € / week

Banner material

Banner material must be submitted in GIF or JPG format. The material cannot be Flash or come from embedded tag. There is no limit to the file size. If you want a banner for Opettaja.fi, please contact the Sales Manager. **Contact information at the bottom of the page.**

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 250 mm

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

Opettaja magazine

Circulation 91 981 (LT 2023)
Readership 219 600 (NRS 2024)

Circulation by teacher group

Early childhood education	10 270
Basic education (grades 1–6)	16 200
Basic education (grades 7–9)	8 100
Other basic education	11 000
Upper secondary school	4 650
Vocational education	7 800
Universities	1 200
Other teacher groups	3 700
Students	6 300
Senior teachers *	20 000

* five issues annually, see Publication Schedule

Material info

File formats

- PDF format, colours in CMYK format, all fonts included or as graphics. Image resolution at least 250 dpi in all files.
- NOTE! Bleed for the magazine spread and whole page ads is 3 mm.

Supplying material:

www.astehelsinki.fi/ilmoitukset

Classified ads by email to:
luokitellut@oaj.fi

Technical information

Printing method:	offset
Paper:	Gallerie Fine silk 65 g
Final material:	Digital format
Size:	210 x 280 mm
Bleed:	3 mm
Columns:	4
Column size:	37 mm
Binding:	Stapling

Place of printing/delivery address for attachments:

Punamusta,
Helsingintie 22 / Lastauslaituri
30300 FORSSA

Customer Service:
Sari Lehto, Punamusta
Tel. +358 50 3273 226

Reservation, confirmation and cancellations

Both parties shall be bound by the space reservation once Asiakasmedia Jaatinen has sent the reservation confirmation in writing or by email.

Any cancellations of advertisements must be made in writing or by email by the reservation deadline.

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 and enables mechanical grading.

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.