

# OPETTAJA

## MEDIA INFORMATION 2026

Trade Union magazine for educators, reaching 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 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 190 300 readers. And most importantly, as many as 78% of them are regular readers. The total reach of the print and online magazine is 207 300 readers (NRS 2025).

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

### Advertisement sales

Saarsalo Oy

Key Account Manager  
Riku Suuriniemi  
[riku.suuriniemi@saarsalo.fi](mailto:riku.suuriniemi@saarsalo.fi)  
tel. +358 40 708 8564

Sales Manager  
Sanna Mäkinen  
[sanna.makinen@saarsalo.fi](mailto:sanna.makinen@saarsalo.fi)  
tel. +358 41 313 2706

### The publisher

Opetusalan Ammattijärjestö OAJ ry  
Trade Union of Education in Finland  
P.O.Box 20, Kellostie 7,  
00521 Helsinki

Editor-in-Chief  
Minna Ängeslevä

# OPETTAJA

## Publication schedule 2026

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	19.1.	Educa	22.12.2025	2.1.2026	2.1.2026	2.1.2026
2	16.2.	Technology and purchases*	26.1.	30.1.	2.2.	30.1.
3	16.3.		23.2.	27.2.	2.3.	27.2.
4	13.4.	Decision-makers' issue, * print run 135 500 issues	20.3.	25.3.	26.3.	25.3.
5	11.5.		20.4.	24.4.	27.4.	24.4.
6-7	8.6.	*	18.5.	22.5.	25.5.	22.5.
8	24.8.	Advertising theme continuing education	3.8.	7.8.	10.8.	7.8.
9	21.9.	*	31.8.	4.9.	7.9.	4.9.
10	19.10.	Study tours	28.9.	2.10.	5.10.	2.10.
11	16.11.	Well-being*	26.10.	30.10.	2.11.	30.10.
12	14.12.		23.11.	27.11.	30.11.	27.11.

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. 10/2026.

\*Senior teacher magazine = additional distribution of 19 000 issues to senior teachers, total circulation: 102 000.

## Advertisement prices 2026

Valid from 1.1.2026. 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 %.

### 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

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

### 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

Height 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	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.

### Banners

Banners are sold both on **opettaja.fi** and in the **Opettaja Newsletter**. The newsletter is published 11 times a year and has more than 70,000 recipients.

- Newsletter banner: 600 x 150 pixels\*  
Price: €750 per placement
- Opettaja.fi top banner: 970 x 120 pixels  
Price: €697 per week
- Opettaja.fi side banner: 300 x 250 pixels  
Price: €465 per week

Banners on opettaja.fi are sold in full-week periods.

#### Banner materials

- Banner materials must be delivered in GIF or JPG format.
- Only JPG format is accepted for the newsletter.
- The material cannot be Flash-based and must not be served via ad tags.
- There is no file size limit.

\* Please submit the newsletter banner in a minimum size of 1200 x 300 pixels.

#### ADVERTISEMENT SALES:

Key Account Manager Riku Suuriniemi,  
riku.suuriniemi@saarsalo.fi  
tel. +358 40 708 8564

Sales Manager Sanna Mäkinen  
sanna.makinen@saarsalo.fi  
tel. +358 041 313 2706

# OPETTAJA

## Opettaja magazine

**Circulation** 92 783 kpl (LT 2024)  
**Readership** 207 300 (NRS 2025)

### Circulation by teacher group

Early childhood education	10 500
Basic education (grades 1–6)	16 000
Basic education (grades 7–9)	8 050
Other basic education	11 500
Upper secondary school	4 800
Vocational education	7 500
Universities of applied sciences	3 400
Universities	1 200
Other teacher groups	3 500
Students	6 200
Senior teachers *	18 200

\* 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](http://www.astehelsinki.fi/ilmoitukset)

Classified ads by email to:

» [aineistot@saarsalo.fi](mailto:aineistot@saarsalo.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:

Tommi Savolainen, Punamusta  
 tel. +358 50 302 2929

## Reservation, confirmation and cancellations

Both parties shall be bound by the space reservation once Saarsalo Oy 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 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.