

# TEHY

tehyläisten oma lehti

”

As a target group, the common denominators of the readers of Tehy magazine are education in the field, demanding jobs and the desire to stay up to date with professional development.

## MEDIAINFORMATION 2022

### Number one medium in the social and health care field

Advertisement in the Tehy magazine allows you to reach all the professionals in the health care field at once. The print magazine has 11 issues annually and reaches about 176 000 readers.

### Interesting and useful

The readers consider Tehy magazine an important and useful source of professional information. A considerable majority of readers (70 %) read through the magazine partly or completely and about nine in ten (88 %) have at least browsed through the magazine. This tendency to read the magazine through carefully has remained at a high level for several years. Of the readers, 93 % are female.

### Tehylehti.fi

On our website, we publish articles from the print version as well as current news. The Tehylehti.fi website has an average of 44 000 individual visitors in a week (Snoobi 2021).

### Newsletter

Tehy magazine's monthly newsletter now has around 24 600 satisfied subscribers. The average opening ratio of the newsletter is 41 %.



**TEHY**  
tehyläisten oma lehti • numero 1 • tammikuu 2022

**Soten lennonjohto.** Sairaanhoidajasta tuli kenttäjohtaja, joka liikuttelee henkilöstöä, asiakkaita ja palveluita.

**Päihdetyötä Tanskassa.** Huumeidenkäyttöhuone toimii siltana hoitoon, kertoo suomalainen ensihoitaja.

**Kun potilas tarvitsee pelosta**  
Hoitajat kertovat parhaat vinkkinsä rauhoitteluun.

**Kollegan kanssa lauteilla**  
"Sauna ja avanto tyhjentävät pään ja rentouttavat kropaa."

**Valtapelit ruokkivat häpeää**  
Työpaikalla pesiytyneet nöyryytyksen kulttuuri kutistaa ammattilaisienkin.

**Koira auttaa käsittelemään vaikeita tunteita**  
Sairaanhoidaja Marjaana Nieminen ja espanjarvaskoira Veijo työskentelevät lastenspsykiatriassa Lohjalla.

Aluevaltuutetut päättävät tehyläisten asioista. Muista äänestää tammikuun vaaleissa!

The information about Tehy magazine is based on a reader survey implemented by Taloustutkimus Oy.

## Dates and deadlines 2022

Issue	Space reservation	Material deadline	Publication date
1	7.12.	16.12.	5.1.
2	11.1.	20.1.	2.2.
3	8.2.	17.2.	2.3.
4	15.3.	24.3.	6.4.
5	12.4.	21.4.	4.5.
6-7	10.5.	19.5.	1.6.
8	19.7.	28.7.	10.8.
9	16.8.	25.8.	7.9.
10	13.9.	22.9.	5.10.
11	11.10.	20.10.	2.11.
12	8.11.	17.11.	30.11.

## Advertising Sales

Otavamedia Oy  
Anne Joukainen  
+358 50 310 3081  
anne.joukainen@otava.fi

Ari Suominen  
+358 40 355 2340  
ari.suominen@otava.fi

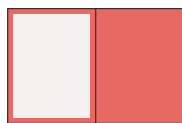
**Job Advertisement**  
Leena Hyyryläinen  
+358 50 592 1936  
leena.hyyrylainen@otava.fi

**Extra editions**  
Issue 1 New students (8 000 copies)  
Issue 9 New students (8 000 copies)

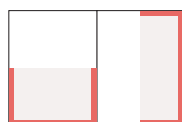
## Advertising Specifications



**Spread**  
420 x 280 mm + 3 mm bleed  
price 8 335 €



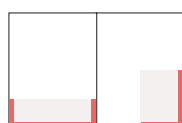
**Full page**  
210 x 280 mm + 3 mm bleed  
price 4 600 €



**Half page horizontal**  
210 x 135 mm + 3 mm bleed



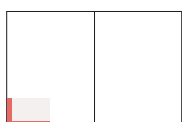
**Half page vertical**  
100 x 280 mm + 3 mm bleed  
price 2 750 €



**Quarter page horizontal**  
190 x 58 mm + 3 mm bleed



**Quarter page vertical**  
90 x 125 mm + 3 mm bleed  
price 1 530 €



**One-eighth page**  
90 x 58 mm + 3 mm bleed  
price 840 €

### Special rates, additional 12 %

Back cover, inside front cover, inside back cover and other fixed advertising space.

### File specifications

Supply artwork as a press quality PDF (in CMYK at 300 dpi) with 3 mm bleed.

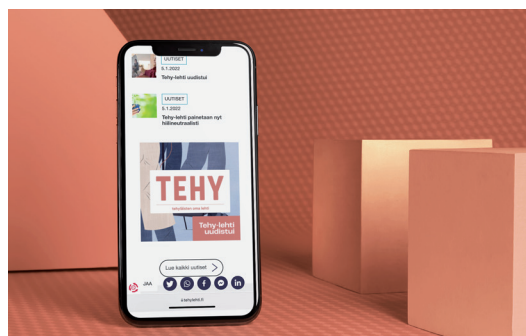
### Material provision

After the advertising space has been reserved, the person providing the material will receive an e-mail with a link and instructions on uploading the material to the data management system. The system will perform a technical check on the material in connection with the upload. If you did not receive a link by e-mail in connection with the reservation, please contact [aineistot@tehylehti.fi](mailto:aineistot@tehylehti.fi). Please send advertisements that require layout services by e-mail to [aineistot@tehylehti.fi](mailto:aineistot@tehylehti.fi).

### Cancelling advertisements and submitting claims

We will charge 50 % of the advertisement price for ads that are cancelled after the last booking date. Any claims regarding incorrect advertisements must be made within seven days of the advertisement date, at the latest. The magazine is not liable for the advertiser's potential damage if the approved advertisement is not published on the determined date due to production-related causes or similar reasons. The publisher's liability is limited to the price of the advertisement.

## Online advertising



The website of Tehy magazine has three cross-screen advertising spaces.

### Parade banner

Desktop 980 x 400 px

Mobile 300 x 600 px

price 950 € for 7 days,

VAT 0 %

1 advertising spot available

### Rectangle banner

300 x 300 px

price 600 € for 7 days,

VAT 0 %

2 advertising spots available

### Requirements for materials and material provision

Deliver materials as JPG or PNG files. Colours in RGB format. After the advertising space has been reserved, the person providing the material will receive an e-mail with a link and instructions on uploading the material to the data management system.

## Newsletter

[www.tehylehti.fi/uutiskirje](http://www.tehylehti.fi/uutiskirje)

**Number of subscribers:** 24 600

**Average opening ratio:** 41 %

### Posting dates:

1. 11.1.	5. 3.5.	10. 4.10.
2. 1.2.	6. 31.5.	11. 1.11.
3. 1.3.	8. 9.8.	12. 29.11.
4. 5.4.	9. 6.9.	

### Advertising spaces:

**Banner** 640 x 192 px

**Banner + text, max. 150 characters** 640 x 380 px

price 1 890 €, VAT 0 %

### Requirements for materials and material provision

Deliver materials as JPG or PNG files. Colours in RGB format. Remember to include the landing link. The finished materials need to be delivered by 9 am on a Monday preceding the posting date to [riikka.huttunen@tehylehti.fi](mailto:riikka.huttunen@tehylehti.fi).

### Subscribe to the newsletter:

[Tehylehti.fi/uutiskirje](http://Tehylehti.fi/uutiskirje)