

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 2025

### 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. The circulation of Tehy magazine is 121 037 copies and the average edition is 123 000 copies (LT 2023).

### Interesting and useful

The readers consider Tehy magazine an important and useful source of professional information. Almost all readers (98 %) read and browse through the magazine. An average of 38 minutes is spent with the magazine. Readers feel they get useful information from the magazine's announcements. Tendency to read the magazine through carefully has remained at a high level for several years. Nowadays, more readers can also be reached on the magazine's website. 96 % of the readers 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 47 960 visits per week (Google Analytics and Matomo 2023).

### Newsletter

Tehy magazine's monthly newsletter now has around 18 000 satisfied subscribers. The average opening ratio of the newsletter is 44 %.

The information about Tehy magazine is based on a reader survey implemented by Taloustutkimus Oy 2023.



## Dates and deadlines 2025

Issue	Space reservation	Material deadline	Publication day
1	3.12.	12.12.	2.1.
2	14.1.	23.1.	6.2.
3	27.2.	6.3.	20.3.
4	11.3.	20.3.	3.4.
5	15.4.	24.4.	8.5.
6-7	13.5.	22.5.	5.6.
8	15.7.	24.7.	7.8.
9	12.8.	21.8.	4.9.
10	9.9.	18.9.	2.10.
11	14.10.	23.10.	6.11.
12	11.11.	20.11.	4.12.

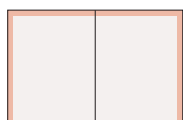
## Advertising Sales

Anne Joukainen  
+358 50 310 3081  
anne.joukainen@asiakasmedia.fi

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

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

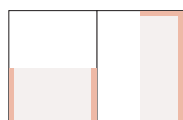
## Advertising Specifications



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

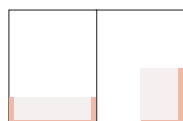


**Full page**  
210 x 280 mm + 3 mm bleed  
price 4 600 €



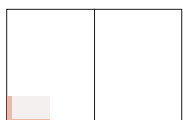
**Half page horizontal**  
210 x 135 mm + 3 mm bleed

**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, please send advertisements 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 four cross-screen advertising spaces.

### Article banner

Desktop: 720 x 290 px

Mobile: 300 x 500 px

Material size:

**Desktop: 1440 x 580 px**

**Mobile: 600 x 1000 px**

price 1 200 € for 7 days

VAT 0 %

1 advertising spot available

### Premium banner

300 x 300 px

Material size:

**600 x 600 px**

price 1 200 €/7 days

VAT 0 %

1 advertising spot available

### Requirements for materials and material provision

Deliver materials as PNG files. Colours in RGB format. The finished materials need to be delivered by 12 am on a Friday preceding the advertising week to [riikka.huttunen@tehy.fi](mailto:riikka.huttunen@tehy.fi).

### Banner

300 x 300 px

Material size:

**600 x 600 px**

hinta 250 €/7 vrk VAT 0 %

2 advertising spots available

## Newsletter

Number of subscribers: 18 092

Average opening ratio: 44 %

### Posting dates:

1. 9.1.	5. 1.5.	10. 2.10.
2. 3.1.1.	6. 5.6.	11. 6.11.
3. 6.3.	8. 7.8.	12. 4.12.
4. 3.4.	9. 4.9.	

### Advertising spaces:

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

price 2 100 €, VAT 0 %

Banner 640 x 192 px

price 1 690 €, VAT 0 %

### Requirements for materials and material provision

Deliver materials as 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@tehy.fi](mailto:riikka.huttunen@tehy.fi).

### Subscribe to the newsletter:

[Tehylehti.fi/uutiskirje](https://tehy.fi/uutiskirje)