

EDASI.ORG

INSPIRING & EDUCATIVE MAGAZINE



EDASI: *idea and difference*

Edasi is a magazine, aimed to inspire and educate. A quality pastime.

- **Edasi's mission is to create a supportive environment and make you strive to be better.** To boost inspiring deeds and educative thoughts. To reflect life and a variety of viewpoints.
- Edasi is a journey. Way of thinking. *Slow journalism*, where the idea is more important than mere information.

Why do we need Edasi? There is more than enough information already!!!

- Generally, people agree that there is an abundance of **negativity and noise in media**, important is mixed with unimportant, credible with “yellow”, plus it is flooded with advertisements. All this is tiring and makes people more indifferent, because **they are no longer able to find relevant content**.
- At the same time, people want to read (curiosity) and be amongst smart people, as it helps them to do better and be happier in their personal lives.

How is Edasi helping people in this matter & how does it differ from the rest?

- **Clean and calm design**, which facilitates reading experience and values the reader as a person and his time.
- **Reasoned content**: Edasi doesn't overload the reader with excessive flood of information.
- In summary: what problem is Edasi solving and/or what need is it trying to meet?
Less noise, better reading experience.

Edasi's goal:

- Our goal is to create Estonia's best magazine, something so good that you want to keep it. A magazine that looks good, attracts strong content creators and has a great **impact**.
- In terms of content, our goal is **integrity**, providing good reading experience through various topics that are related to people's daily life and help them grow.

EDASI: *team*

Collaboration partners:

- The criterion for selecting co-authors is their ability to make **complicated simple**. Which comes from specialised **expertise** and **passion** (love for the subject field) of our contributors.
- **Edasi's co-authors:** Ilmar Raag, Raivo Vare, Annika Laats, Marko Mihkelson, Valner Valme, Kristjan Port, Katrin Saali Saul, Peeter Koppel, Hedvig Hanson, Peep Vain, Liisi Voolaid, Meelis Kubits, Kadri Kroon, Rein Veidemann, Silvia Pärmann, Mart Kase, Igor Sööt, etc.
- **Edasi's collaboration partners:** LHV, Lõunakeskus, Telia, Luminor, Elisa, Coop Pank, Swedbank, Mall of Tallinn T1, Tallink, Inchcape Motors Estonia, etc.

Magazine publisher: Edasi.org OÜ

- Janeck Uiibo: founder, editor in chief, Edasi.org
- Ivan Lavrentjev: editor in chief, rus.Edasi.org
- Magazine published since September 21st, 2016
The founder and sole owner of Edasi is Janeck Uiibo, an experienced media executive (MediaCom – founder and CEO; Postimees – CEO).
- Learn more: Edasi.org

Janeck Uiibo



Ivan Lavrentjev



*Dedication and passion.
Every day.*

EDASI: *concept and sections*

The key to our service is not to offer all the information blindly, but to distinguish important from unimportant. Doing so in design, text and images.

The goal of our content is **integrity**, providing good reading experience through a variety of topics that are helping people to grow and develop and that are connected to our daily life.

Topics are categorised into **4 main sections** – society, entrepreneurship, culture, lifestyle – and we want to dissert them in a way that moves us forward in life.

Articles do not only present information, but synthesize it, giving the reader a thought-out thing to place it as a puzzle piece into his worldview.

Trustworthy collaborators, text is not too long nor too complicated, feasible reading for people from different walks of life. Affects your worldview, makes you want to be better.



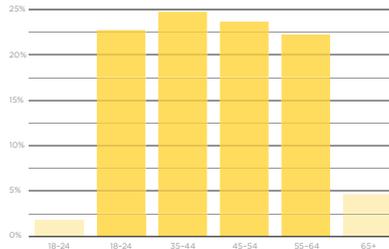
The screenshot shows the top of the EDASI.ORG website. At the top right is the logo 'EDASI.ORG' with the tagline 'Kotimiehen 19. joulukuuta 2019' and 'INNOSTAV JA HÄRIV AJAKERI' below it. A horizontal navigation bar contains the following items: 'Etusivu', 'Etenkäs', 'Kulttuur', 'Elämä', 'Housut', 'Interview', 'Päiväkirjat', 'Humor', 'Foto & video', 'Podcast', 'Edasi', and 'Etiketti'. The 'Päiväkirjat' item is highlighted with a yellow background.

- **Society:** Development and challenges of our society. Foreign policy. Science and education. Environment.
- **Entrepreneurship:** Leadership. Work-life. Economic development. Innovation.
- **Culture:** Cultural stories and events. Culture critique.
- **Lifestyle:** Food, wine, travel, fashion, design, hobby. Letters about life. Nature. Subculture.
- **Well-being:** How to live a rewarding life? Being active, mental health, relationships.
- **Interview:** Interviews with inspiring people.
- **Humor:** A day without laughter is a day wasted!
- **Photo and video:** *Visual storytelling.*
- **Podcast:** Exciting podcast talks.

EDASI: *audience*

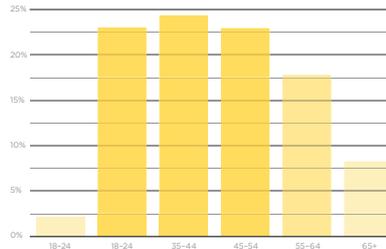
Edasi.org

- **From:** 21.09.2016
- **Age:** 95% ages 25-64
- **Gender:** M/F – 33/67
- **Unique users:**
approx. 40,000 per month,
Tallinn 65%



rus.Edasi.org

- **From:** 21.09.2018
- **Age:** 85% ages 25-64
- **Gender:** M/F – 35/65



What would you tell your friend, who has heard nothing about Edasi, why should he read this magazine?

Edasi paper magazine

- **From:** 22.04.2019
- **Data:** for the time being N/A

Edasi's reader is a person who is curious about life and the world, who is interested in detail as well as the whole, work and as well as fun. Growth. He is forward-looking, open-minded, active, caring, aware, proficient, values quality. No matter if he is 20, 40 or 60 years old. What matters is positive attitude towards life and the belief that everything is possible. Taking responsibility for your own life and being interested in the world around you.

“Because Edasi is written by people who think for themselves.”

/Kaijo Kuusing, founder of Hawaii Express/

Why advertise in Edasi?

Quality and impact:

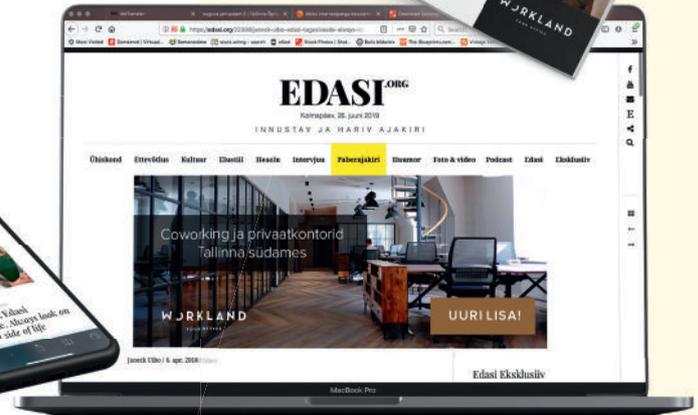
Edasi provides an alternative to readers who are tired of attention economy and value reasoned, unbiased texts. Such clients are more loyal and less price-sensitive.

Valuable audience:

- Evenly strong representation of different age groups
- Self-thinking person, decision-maker
- Loyal and less price-sensitive

Reasoned content:

- Constructive topics and approach
- Enterprising and positive attitude
- Trustworthy columnists and unbiased content



Responsible entrepreneurship

Businesses have a strong impact on people's lives through environment that they have created and their leadership culture. Edasi strives to be an environment that makes people's lives better and helps to build more healthy and positive society. For companies, collaboration with Edasi might therefore be a cultural statement, part of responsible behaviour.

Why advertise in Edasi?

Kadi Kibbermann,
reader:

“For me as a reader, the concept of less advertisement seems to work, because those few ads catch more of my attention. Edasi, as an inspiring and educative magazine, is meant for a caring consumer who values quality. If the advertisement is aimed to address such consumers, this is the right place!”

*Kadi Kibbermann, engaged
in her hobby - calligraphy in
Anu Purre's art studio.*

Photo: Kadi Kibbermann, private collection

Less is more.



PAPER MAGAZINE: *forward with new energy!*



*Edasi's first paper magazine was published on April 22nd, 2019. The launch event was celebrated at Vaba Lava, in Tallinn Tõlliskivi Creative City, as part of Jazzkaar jazz festival with a discussion panel focusing on the new magazine. Participants were columnist **Ilmar Raag**, literature professor **Rein Veidemann**, journalist **Tiina Kaukvere** and writer **Scott Diel**.*

GENERAL: *paper magazine*

Based on 3 years of experience in publishing our online magazine, we can say that the reader for a magazine like Edasi exists, and the readership is constantly growing. Edasi's aspirations have also been recognised in the "Selge sõnum" ("Clear message") contest, where our magazine content creation was in the top 4 in its category.

As our next step, we want to create a content-rich paper magazine, because it **serves the interest of our readers and supports Edasi's concept of quality and slow journalism**. We follow the lead of the world's best analogies, such as The New Yorker, but we do it all in our own, Estonian way.

- The Edasi.org paper magazine follows the style of our online publication in structure, topics and content creation.
- Our ambition is to make the best magazine in Estonia. With such great content and looks that you wish to keep it.
- **Authors:** frequent co-authors + new
- **Volume:** 96 pages of content + 4 cover pages (including advertisement)
- **Advertisement:** up to 12 pages
- **Front cover:** The front cover of each issue is adorned with a work by an Estonian artist
- **Print-run:** 5,000–7,000
- **Single issue price:** 9,90 €
- **Frequency:** 4 times a year (September, December, March, June)
- **Circulation:** Individual sale at Lehepunkt's sales places + orders (since July 2019). Additionally, circulation in cafes, at events, etc.
- **Marketing:** Paper magazine is actively marketed in our online publication, social media and elsewhere through different partners

*Magazine
as a collectible.*

PAPER MAGAZINE: *partner*

Every magazine issue can have 1 partner.

Solution includes:

- Note on the front cover
- Presenting logo and text inside the magazine (in the beginning of articles, on the line on the top, total approx. 25 times)
- Advertisement on the back cover

The front cover of our magazine is adorned with a work by an Estonian artist, and can be, if possible, tied thematically with the client's industry or message.

A poster is made of the front cover, and the first copy, signed by the artist, is given to the advertising client.



Partnership connects and builds trust.

PAPER MAGAZINE: *ads*

Advertising spaces and prices:

- Inside front cover
200x273 mm (+5 mm bleed each side)
- Inside back cover
200x273 mm (+5 mm bleed each side)
- 1 page in content
200x273 mm (+5 mm bleed each side)
- 1/2 page
200x134 mm (+5 mm bleed each side)
- 1/3 page
67x273 mm (+5 mm bleed each side)
- Partner solution details upon agreement

Contact and offers:

- janeck.uibo@edasi.org

Deadline for ads:

- Day 25 of the month previous to publishing



Technical info:

- Resolution: 300 dpi
- Color space model: CMYK
- Content color profile: PSO LWC Standard
- Content total ink limit: 300%
- Cover color profile: ISO Coated V2 (ECI)
- Cover total ink limit: 330%
- File format: PDF (ISO 159304:2003 PDF/X1a or ISO159307:2010 PDF/X4)

WEB: banner

Goal:
increasing interest

- **Desktop:** Header (1), Side (2), Below (3)
- **Mobile:** Header (4), Side (5), Below (6)
- **Bundle Desktop+Mobile:** Header (1+4)
- **Bundle Desktop+Mobile:** Side (2+5)
- **Newsletter:** 1x per week, 2 ad spaces (7)

NB! The use of ad spaces 3,6,8 depends on the fact if the specific section has a main partner.

"Analysis of Workland's campaign results revealed that visitors coming from Edasi's site stayed on our website much longer time than the visitors from our regular banner campaign (e.g. Google Display). The time was even longer than what we saw in AdWords results, and only a little shorter than what we saw in organic traffic. If I am generally somewhat doubtful about the effectiveness of banner campaigns, then the great results of this particular campaign show that a banner with the right message next to good quality content really works."

/Ulla Küttmaa, marketing manager,
Workland Estonia/

EDASI™
INTELLIGENTNE JA HÄRVA KASUTAMINE

Aita luua mürarabaja sisu.

Uusima Valla vee aeg on helkiv. Tähtsaimad valla ja elanike aeg on...

EDASI™
INTELLIGENTNE JA HÄRVA KASUTAMINE

Silu puhkaja. Närv puhkaja.

Uusima Valla vee aeg on helkiv. Tähtsaimad valla ja elanike aeg on...

EDASI™
INTELLIGENTNE JA HÄRVA KASUTAMINE

Aita luua huvitavaid ja huvitavaid teemasid.

Uusima Valla vee aeg on helkiv. Tähtsaimad valla ja elanike aeg on...

EDASI™
INTELLIGENTNE JA HÄRVA KASUTAMINE

Kvaliteetne ajaviide.

Uusima Valla vee aeg on helkiv. Tähtsaimad valla ja elanike aeg on...

EDASI™
INTELLIGENTNE JA HÄRVA KASUTAMINE

Vähem müra, parem lugemiskogemus.

Uusima Valla vee aeg on helkiv. Tähtsaimad valla ja elanike aeg on...

EDASI™
INTELLIGENTNE JA HÄRVA KASUTAMINE

1. Otsete EDASI™

2. Edasi Ekshibiti

3. Vähem müra, parem lugemiskogemus. EDASI™

4. Silu puhkaja. Närv puhkaja.

5. Aita luua huvitavaid ja huvitavaid teemasid.

6. Kvaliteetne ajaviide.

7. Aita luua mürarabaja sisu.

8. Kvaliteetne ajaviide.

WEB: section partner

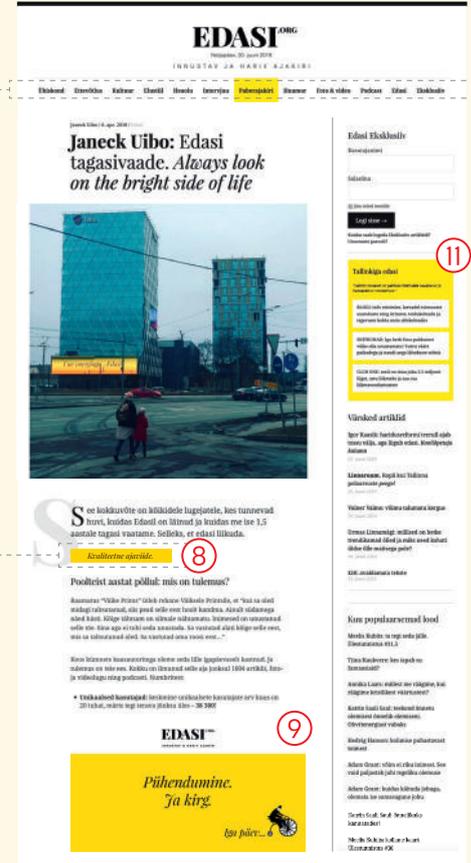
Goal:
increasing loyalty

- **Certain topic/field:** Banner (8,9,10,11) with each article in the chosen section.
- **Exclusive:** No other ads will be shown in these ad spaces in the chosen section.
- **All devices** (desktop, mobile).

Partner
bundle

- Banner in the beginning of article (8)
- Banner below article – desktop (9)
- Banner below article – mobile (10)
- **Partner ad section:** 3 links next to each article in the section (11), leading to a website, blog or online shop chosen by client. Right column, upper pane.
- **Content marketing:** 1 article per month (includes sharing in social media)

Ask for price offer: janeck.uibo@edasi.org



WEB: *rus.edasi.org*

Solution 1 -
Exclusive!

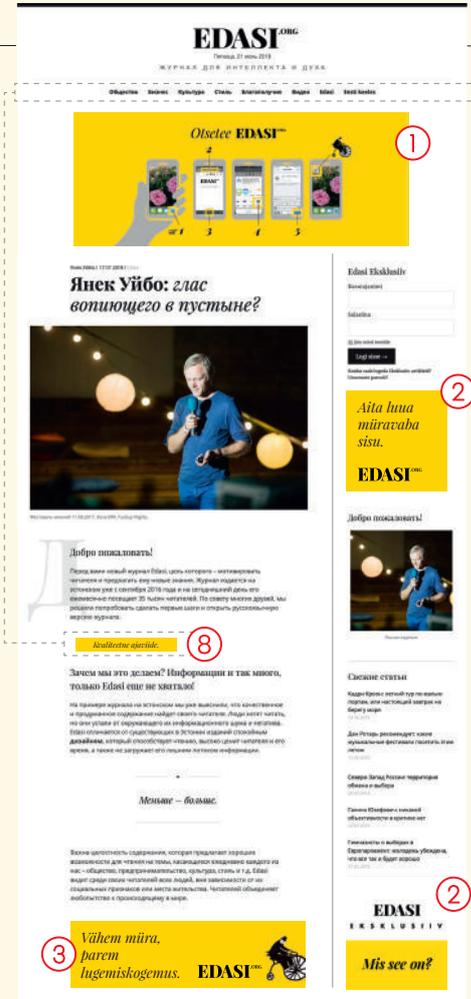
- **Only client throughout the environment,** all ad spaces and devices (desktop, mobile).

Solution 2 -
regular solution

- “Header, Side, Below
- All devices

Unique opportunity to efficiently and undisturbedly address Russian-speaking consumers in a high quality environment, and to create appropriate image and dialogue.

Ask for price offer:
janeck.uibo@edasi.org



ADS: *specials*

Banner sizes:

- ① 995x400px
- ② 300x300px / 300x600px
- ③ 700x200px / 700x400px
- ④ 300x300px / 300x600px
- ⑤ 300x300px / 300x600px
- ⑥ 300x300px / 300x600px
- ⑦ 600x250px
- ⑧ 300x40px
- ⑨ 700x400px
- ⑩ 300x600px
- ⑪ 300x600px

Technical requirements

- File format: png, jpg, gif
- Max size 100kb

Special solutions upon agreement

- **Podcast partner:**
“Edasi koos sõpradega”
 (“Edasi with Friends”)
- **Named section**
- **Supporter of a subsection or article series**
(banner 8 with a message below article)
- **Content marketing**

Podcast “Edasi koos sõpradega” – **Indrek Kasela ja Armin Kõomägi**: head lood ei ole kunagi väga keerulised



Milline võidu olla Eesti järgi? Suur eesmärk? Kas eeslase püsimisvõime või on palju rõõgastud kasvava rahvusvõime või hoopis [...]

27. veebr. 2014 / *Õhtu Post* / *Elu & Kultuur* / *Kõomägi*

Haus Galerii kunstirubiik: kunst restoranides



Kunst ja lõdva on mitmes mõttes olulised teinud lihtsasti. Kõik need restoranid, loomulikult on samad suhteliselt väikesed, mõnikord ka väikesed. [...]

26. mär. 2012 / *Õhtu Post* / *Kultuur*

Igor Sööt: Burgundia veinid – kohtumine klassikuga



Võimalusel aastakümneid on kasutatud nimega jätke, et vana korda või järele saata võitnud ette suurele lihtsasti. Burgundia veinid [...]

5. juuni 2018 / *Õhtu Post* / *Kultuur*

Katrin Saali Saul: õnnelikuks kannatades?



Tähtsuse paneb Põhja-Euroopa jaoks palju sõnad, et kannatades, õnnelikuks, teesõnaga ja vana teesõnaga. Kannatades on elus midagi [...]

22. mär. 2019 / *Õhtu Post*

OTHERS ABOUT US: *entrepreneurs, leaders, social figures*

“I support Edasi, because I see results.”
/Ahti Heinla, founder of Skype and Starship/

“In Edasi, people discuss and share opinions for real, not in a mainstreamish scandal-flavoured sauce, but in depth, while respecting all opinions. Edasi is a good new media creation, where everyone can participate. But enthusiasm also needs to be supported financially. I myself do that and I encourage everyone else to do the same.”

*/Raivo Vare, statesman and economy expert,
Edasi's co-author/*

“I made Edasi.org as my homepage, good calm read.”
/Hanno Kross, head of Jõelähtme golf club/

*Edasi is a journey.
Way of thinking.*

“I have followed your publication and in my opinion you are doing a very good job.”
/Jüri Luik, minister of defence/

“I supported Edasi's project “Edasi on ka minu mõte” (“Edasi is also my idea”). I care about the goal to make an inspiring and educative magazine that creates positive, not negative energy.”

*/Kristi Liiva, PR specialist,
author of the idea of Arvamusfestival/*

“I truly love when people undertake something that for most others seems almost like a mission impossible. Precisely a mission, because these people do what they do with all of their heart, believing that it can also improve the lives of those who are doubtful. People who run Edasi have done exactly that. Respect and support! I encourage you to support them as well!”

/Raimo Ülavere, trainer/

OTHERS ABOUT US: *people with background in journalism*

“In today’s world, where everything seems to be just a click away, I rate highly those who swim against the current, and so-called slow journalism undoubtedly is a swimmer swimming against the current. Although we are used to solving problems with a click of a button, we actually know that such solutions are not real. Slow journalism, long opinion articles force you to concentrate. And even if it is hard to do, dedication usually pays off. Good to have someone reminding it to us.”

/Tiina Kaukvere, journalist at Postimees/

“I flipped through the magazine in one Reval Cafe. I liked it a lot and thought I have to buy it from somewhere.”

/Aavo Kokk, entrepreneur, former CEO of Eesti Päevaleht and editor in chief of Eesti Ekspress/

“Good magazine. Awesome stuff!”

*/Allan Martinson, tech investor,
co-founder of BNS/*

“I admire and salute your activity. Of course I bought the first issue of Edasi, good stuff.”
*/Tiit Pruuli, entrepreneur, former editor of culture
and opinion section at Postimees/*

“Yes, I really didn’t believe at all that you could get this portal running. Respect, you have managed to do it with your dedication and energy of a Duracell bunny :)”

*/Toomas Mattson, PR specialist,
former managing editor of Postimees/*

“Tiina Hiob gave me your new magazine. I read it and I was pleased.”
*/Priit Hõbemägi, media professor, former editor
in chief of Eesti Päevaleht, Õhtuleht, Eesti Ekspress/*

*Swimming against
the current.*

OTHERS ABOUT US: *cultural figures*

“I read Edasi even more often and I always do it with great interest. In my opinion, this publication has a really important role to play and most of the material that I have happened to read is very interesting, well-written and presents reasonable argumentation. So, your work so far has really been very efficacious.”

/Rein Raud, professor/

“I received the magazine on Tuesday, thank you! I haven't been able to get acquainted with all the stories yet, I have still got some in store that I would like to read. Which shows that this is an extraordinarily content-rich publication. The choice of topics and tone are also very pleasant. Good luck going forward!”

/Tõnu Õnnepalu, writer/

“I admire your excitement-based attempt to create an alternative portal and a paper magazine. Really, try to keep thinking heads close to you (with heart). This is what I did too in 1986 with Vikerkaar, gathering around the magazine all kinds of writers one could imagine, who had something to say and who also knew how to put these thoughts in words very intelligently and in a witty way.”

*/Rein Veidemann, literary scholar, journalist,
writer and professor/*

“From the first issue I did not find any new thoughts to think further.”

/Linnar Priimägi, art scholar and critic/

Made with heart.

OTHERS ABOUT US: *co-authors and readers*

“It was August 28th, 2016, when Janeck Uibo called me and told me for the first time about the plan of creating edasi.org. Why do I remember this call so precisely? Because the very same morning Anna Kase was born in Tartu. One month later, edasi.org website was up and since then I have been one of their co-authors. Now the first Edasi.org paper magazine has also been published and there is plenty to read, the content is very good. If you also like to look inside of things both in web and paper magazine, purchase this magazine from R-Kiosk or a magazine section in retail stores. Edasi!”

/Mart Kase, farmer, country-life/

“I collaborate with Edasi, because I feel that it's approach and topics have a positive impact on people.”

/Iiris Viirpalu, culture/

“It's good to read unbiased views.”

/Martti Preem/

“I like the dedication of people who run this publication and the high quality of articles. Keep going, keep going forward, dear Edasi!”

/Triin Küttim/

“Articles, where headlines are followed by content that really have meaningful content. I recommend it with all my heart!”

/Kaja Keil/

“I am impressed by Edasi's ability to bring to it's readers the topics that are clearly distinguishable from every-day news portals and daily newspapers. Articles are about different fields of life, but they still captivate everybody, regardless of their specialisation and interests.”

/Kadi Kibbermann/

Inspiring and educative.

Let's get reading!

