

# EDASI<sup>ORG</sup>

INSPIRING & EDUCATIVE MAGAZINE



# EDASI: *idea and difference*

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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 Mikhelson, Valner Valme, Kristjan Port, Katrin Saali Saul, Peeter Koppel, Hedvig Hanson, Peep Vain, Liisi Voolaid, Kadri Kroon, Rein Veidemann, Mart Kase, Igor Sööt, Tõnu Õnnepalu, Hardo Pajula, Kadri Liik, Viljar Arakas, Susan Luutsalu etc.
- **Edasi's collaboration partners:** LHV, Lõunakeskus, Telia, Luminor, Elisa, Coop Pank, Swedbank, Tallink, KIA Auto, Vepsäläinen etc.

## Magazine publisher: Edasi.org OÜ

- Janeck Uibo: founder, editor in chief, Edasi.org
- Edasi editorial team: Egle Taklai (language editor, assistant to the editor in chief), Silvia Pärmann (editor), Egle Haidak (ad sales)
- Edasi paper magazine layout: Signe Kanarbik
- Magazine published since September 21st, 2016  
The founder and sole owner of Edasi is Janeck Uibo, an experienced media executive (MediaCom – founder and CEO; Postimees – CEO).
- Learn more: [Edasi.org](https://edasi.org)

*Dedication and passion.  
Every day.*



Janeck Uibo

# 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.

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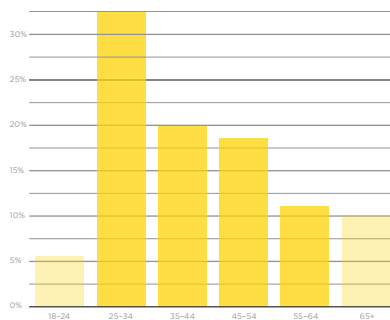
The screenshot shows the top of the EDASI.ORG website. At the top center is the logo 'EDASI.ORG' in a bold, serif font. Below it, in smaller text, is 'Kotkangien, 10. joulu 2019' and 'INNOSTAV JA HARV AJAKIRI'. Below this is a horizontal navigation bar with several links: 'Etiketti', 'Etiketti', 'Kultuur', 'Elämä', 'Hauda', 'Interview', 'Pääkirjoitus', 'Humor', 'Foto & video', 'Podcast', 'Edasi', and 'Etiketti'. The 'Pääkirjoitus' link 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

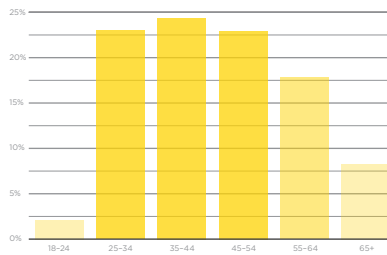
- **From:** 21.09.2016
- **Age:** 85% ages 25-64
- **Gender:** M/F – 33/67
- **Unique users:** approx. 40,000 per month, Tallinn 65%



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

## rus.Edasi.org

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



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

/Kaijo Kuusing, founder of Hawaii Express/

## 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.*

# *How do readers perceive the Edasi brand?*

Estonian Media Brands 2020 – summary: Edasi.org

The strength of Edasi.org lies in the fact that it differs from other publications. The magazine is educational and as such corresponds to the interests of readers. **According to readers, Edasi differs from the mainstream and stands out amongst other media channels.** In terms of age, Edasi.org is of interest to all age groups, but in comparison with other media brands ranks highest in the target group of young people.

Edasi is equally **strong among the respondents with higher education** and as well as the respondents with **basic education**. It can be assumed that Edasi is also of interest to high school students. In terms of audience segments, **Edasi is strongest in the target group of caring people** – these people are characterized by calm life, and they appreciate spiritual values and knowledge.

Edasi.org was chosen as one of the favorites by those respondents whose other favorites were mostly national broadcast channels.



*(Source: Estonian Media Brands 2020 overview, Emor)*

# *Addressing by the founder and editor-in-chief*

**L**ike Estonia, Edasi is a small miracle that, rationally speaking, should not even exist. But we do. Edasi is made of the same wood, we have the same persistency, faith in a better tomorrow, and the victory of goodness. Recalling Heinz Valk's words from the days of organizing the Baltic chain: "But exactly because it seems impossible, we will do it!"

Little Estonia will survive in the big world if we have something unique to give it, so that the world would feel sorry if we would be no more. This is how we think about Edasi too. And at the same time we know that it requires daily work, nothing can be taken for granted. Apple's legendary chief designer Jonathan Ive has aptly said: *"It's very easy to be different, but very difficult to be better."*

**What makes Edasi different and what do we want to be better at?**

Edasi's main promise to the reader is to provide well thought through content. Quality. Also visually. It is our deliberate choice to refrain from badmouthing and derogatory style.

## *Invest in better future.*



Based on this principle we also select our co-authors. Author, with his name and reputation, is also responsible for factual accuracy. Our texts are longer than average, calling for people to think along. Edasi is not news media, we cultivate slow journalism where the idea is

more important than mere information. Our aim is to provide food for thought and to inspire readers. In broader sense it is about how you see life – to be happy, you have to do something yourself. Feedback to us so far confirms that a demanding reader for such magazine exists and Edasi is a highly reputable publication.

**We believe that such product could be of interest to advertisers as well.** In today's information-rich society, consumers and businesses are increasingly concerned about who and what is worth their time, skills or money, and they ask more and more frequently – what am I helping to achieve with my contribution?

I encourage you to collaborate with Edasi. Positive changes can be carried out and the world can be changed one act at a time. Edasi is an investment, not gamble.

Welcome aboard!

# Why advertise in Edasi?

## Quality and impact:

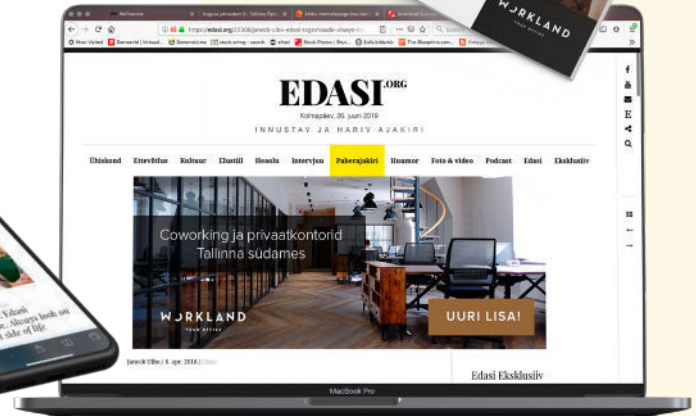
Edasi provides an alternative to readers who are tired of attention economy and value reasoned, unbiased texts. Such clients are more loyal and less price-sensitive.

## 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 Telliskivi Creative City, as part of Jazзкаar 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**.*

# *Why we started the paper magazine?*

During two years of publishing the magazine online, we experienced that the reader for a magazine like Edasi exists and the number of readers was constantly growing.

As the next step, we decided to create a content-rich publication on paper as well, because it **supports Edasi's concept of a high-quality slow journalism** and **serves the interests of our readers**. Our role models are the world's best analogues like The New Yorker, but we do it all in our own, Estonian way.

Edasi's efforts have also been recognized in the Clear Message competition, where the magazine's content creation was rewarded a place in the top 4 in its category.

- The structure, topics and content creation of Edasi.org paper magazine adhere to the style of our online magazine.
- Our ambition is to make the best magazine in Estonia. With content and looks so fine that you want to keep it.
- **Authors:** main co-authors + new
- **Volume:** 112 pages of content + 4 pages of covers (including ads)
- **Advertisement:** up to 15 pages
- **Front cover:** every issue is adorned with an art piece
- **Print-run:** 5,000
- **Single issue price:** 9,90 €
- **Frequency:** 4 times a year (September, December, March, June)
- **Circulation:** individual sales at Lehepunkt's sale points, orders at: [tellimine.ee/edasiorg](http://tellimine.ee/edasiorg). Additionally, circulation in cafes, at events, etc.
- **Marketing:** Edasi paper magazine, social media, partners.

*Magazine  
as a collectible.*

# Edasi front covers



#1 Marko Mäetamm



#2 Navitrolla



#3 Maarit Murka



#4 Lina Iris Victor



#5 Edward von Lõngus



#6 Kris Lemsalu and Kyp Malone

**NB!** Edasi's paper magazines in digital form are available in e-book stores



Edasi paberajakiri  
nüüd ka e-ajakirjana!



Saadaval suurimates e-raamatupooides.

# 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.

The partner of the issue will receive a fixed amount of magazines for distribution at their discretion. In case of a larger quantity, it is also possible to print an additional circulation (on prior agreement).



*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)
- 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)
- Partner solution details upon agreement

## Contact and offers:

- [janeck.uibo@edasi.org](mailto:janeck.uibo@edasi.org)
- [egle.haidak@edasi.org](mailto:egle.haidak@edasi.org)

## Deadline for ads:

- Day 20 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)

- **Desktop:** Header (1), Side (1)
- **Mobile:** Header (4), Side (1)
- **Bundle Desktop+Mobile:**

- 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

*Ulla Küttmaa, marketing manager  
Workland Estonia*



- **Underskottet konceptet** beskriver antalskatt  
koncepterna är basen på 20 miljoner, vilket är  
maximala försäljnings - 28 000
- **Konceptets behållningsförmåga** 60 miljoner  
försäljnings - 300 000
- **Underskottet konceptet** beskriver antalskatt

100



# WEB: section partner

Goal:  
increasing loyalty

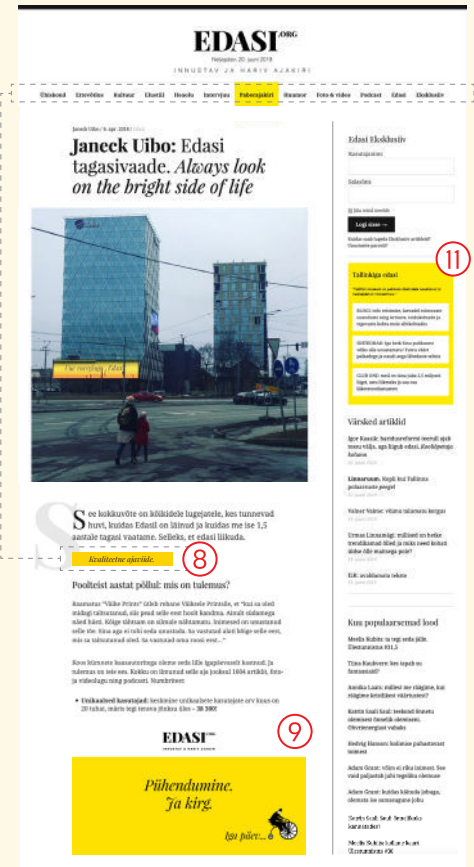
- **Certain topic/field:** Banner (8,9,10,11) with each article in the chosen section.
- **Exclusive:** No other ads will be shown in these ad spaces in the chosen section.
- **All devices** (desktop, mobile).

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, egle.haidak@edasi.org







100

- ①
- ②
- ③
- ④
- ⑤
- ⑥
- ⑦
- ⑧
- ⑨
- ⑩
- ⑪



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

1

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- 
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**Haus Galerii**  
**kunstirubriik:** kunst  
restoranides



Kunst ja kõrts on mitmes mõttes olnud seotud läbi aegade. Kirsid, nööramid, kolvikud on olnud sümbolpaigad, kokkusaamise kohad, [...]

22 July 2017 • Henry Tolt &amp; co.

## Igor Sööt: Burgundia veinid – kohtumine klassikuga



Võimast aastakümnel on kuidagi niimoodi juhtunud, et olen korra või paar aastat võtnud ette autoretki läbi Euroopa Printsimaale. [...]

8. juni 2019 11:55:40 UTC

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



Milline võiks olla Eesti lugu? Suur eesmärk? Kas  
ettevõtte põlvajamärgi või on palju rahgitud  
kasvatav rahvusarvut või hoopis [...]

2019, vol. 20, no. 1 • *Journal of Health Politics, Policy and Law*

### Katrin Saali Saul: *õnnelikuks kannatades?*



Tammelaare paneb Põrgupõhja Jürija muhu sõnad, et kannarused, ahvimeelsus, enesetsalgamine ja vaev teevad õndsaks. Raskused on elus muldõgi [...]

22. mai 2019, 15:00

# 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/*

“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/*

*Edasi is a journey.  
Way of thinking.*

# 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*

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“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*

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“It was August 28th, 2016, when Janeck Uiibo 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!*

