

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 Mikhelson, Valner Valme, Kristjan Port, Katrin Saali Saul, Peeter Koppel, Hedvig Hanson, Peep Vain, Liisi Voolaid, Rein Veidemann, Mart Kase, Igor Sööt, Tõnu Õnnepalu, Hardo Pajula, Kadri Liik, Viljar Arakas, Susan Luitsalu, Silvia Pärman, Mihkel Kangur, Kaja Kann, Taavi Veskimägi, Toomas Tamsar, Kristjan Järvi etc.
- **Edasi ad partners:** Alexela, EstateGuru, JURA, Kia Auto, LHV, Luminor, Vepsäläinen, Samsung, Tallinn University, Tallink, Villeroy & Boch etc.

Magazine publisher: Edasi.org OÜ

- Janeck Uiho: founder, editor in chief, Edasi.org
- **Edasi editorial team:** Egle Taklai (language editor, assistant to the editor in chief), Valner Valme (culture editor), Kadri Kroon (food, wine and travel editor), Vladislav Musakko (video producer).
- Edasi paper magazine layout: Signe Kanarbik
- Magazine published since September 21st, 2016
The founder and sole owner of Edasi is Janeck Uiho, an experienced media executive (MediaCom – founder and CEO; Postimees – CEO).
- Learn more: Edasi.org

*Dedication and passion.
Every day.*



Edasi team

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.



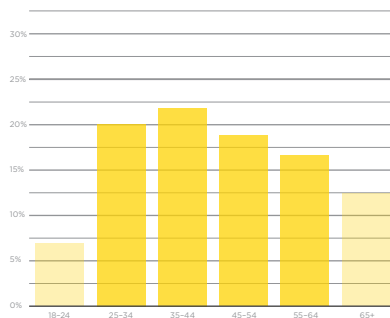
The screenshot shows the top of the EDASI.ORG website. At the top center is the logo 'EDASI.ORG' in a bold, serif font. Below it, in smaller text, is 'Kolumbolon 18. joulukuuta 2019' and 'INNOSTAV JA HARV AJAKIRI'. Below this is a horizontal navigation bar with several links: 'Etusivu', 'Tietoa', 'Kulttuuri', 'Elämä', 'Terveys', 'Interview', 'Pääkirjoitus', 'Humori', 'Fotot & Video', 'Podcast', 'Edasi', and 'Etusivu'. 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: *reader profile & web statistics*

Edasi.org

- **From:** 21.09.2016
- **Age:** 78% ages 25-64
- **Gender:** M/F – 38/62



Web statistics

- **Unique visitors:** 40–50,000 per month, Tallinn 54%.
- **Page views:** approx. 100,000 per month
- **Devices:** 60% mobile, 40% PC
- **OS:** 54% iOS, 46% Android
- **Traffic:** 55% social media, 22% direct, 20% organic search

(Source: Google Analytics,
July–December 2021)

Edasi paper magazine

- **From:** 22.04.2019

Edasi reader is a broad-minded person who is curious about life and the world around us, who is interested both in details as well as the whole, work and fun. Growth. He is forward-looking, open-minded, aware of things, active, caring, well-informed and values quality. No matter if he is 20, 40 or 60 years old. What's important is positive attitude towards life and believing that everything is possible. If you take responsibility for your own life and be curious about the world.

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

Like 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:

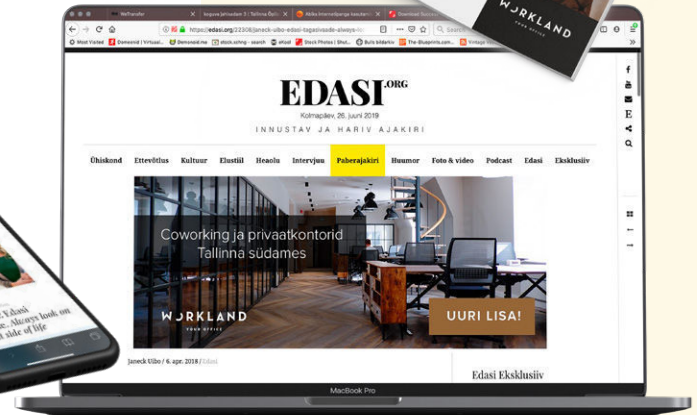
Edasi provides an alternative to readers who are tired of attention economy and value reasoned, unbiased texts. Such clients are more loyal and less price-sensitive.

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?



*Sten Argos
playing golf.
Photo: Sten Argos,
private collection*

Sten Argos,
top-level executive:

“It’s read by people who really create value for You.””

Less is more.



*Kadi Kibbermann,
engaged in her hobby –
calligraphy in Anu
Purre’s art studio.
Photo: Kadi Kibbermann,
private collection*

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!”

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 + articles upon request
- **Volume:** 120 content pages + 4 cover pages
- **Ads:** 10–15 pages
- **Front cover:** each issue cover features an art piece
- **Print-run:** 4,000 (or more, depending on the issue)
- **Single issue price:** €12.90
- **Frequency:** 4 times a year (March, June, September, December)
- **Circulation:** individual sales at Lehepunkt sale points, orders at: [tellimine.ee/edasiorg](mailto:tellimine.ee@edasiorg). Or edasi.org/pusitellija. Additional distribution – cafes, events, conferences etc.
- **Marketing:** Edasi online magazine, social media, partners, outdoor advertising when possible

*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 & Kyp Malone



#7 Leslie Laasner



#8 Vilen Künnapu



#9 Malle Leis



#10 Marko Mäetamm



#11 Alice Kask



#12 Kristel Sergo



Edasi paberajakiri
nüüd ka e-ajakirjana!



Saadaval suuremates e-raamatupoodides.

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
- Issue partner content article, 2 pages

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/back cover, back cover
200x273 mm (+5 mm bleed each side)
- Double page
2x200x273 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 landscape or portrait
200x90 mm (+5 mm bleed each side)
67x273 mm (+5 mm bleed each side)
- Partner solution details upon agreement

Contact and offers:

- janeck.uibo@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)

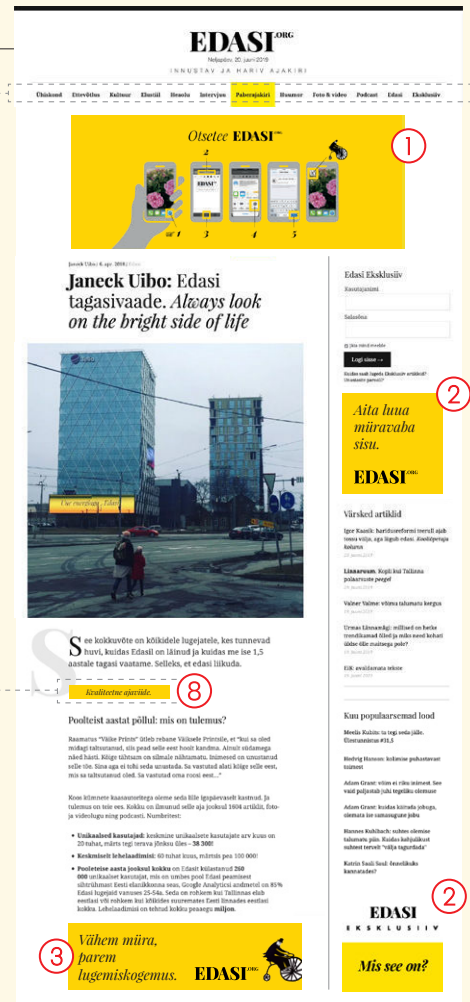
"Analysis of Workland's campaign results revealed that visitors coming from Edasi's site stayed on our website much longer time than the visitors from our regular banner campaign (e.g. Google Display). The time was even longer than what we saw in AdWords results, and only a little shorter than what we 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."

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)

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

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



WEB: section partner

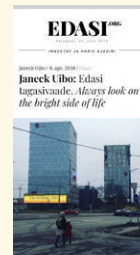
Goal:
increasing loyalty

- **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

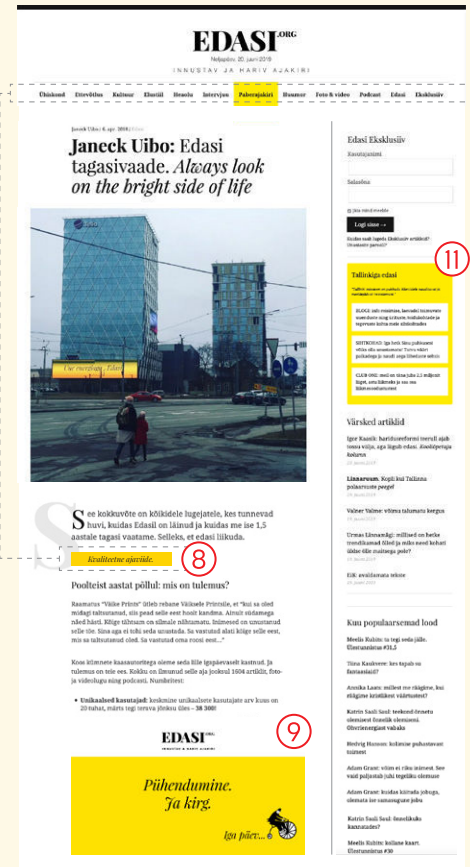
- Banner in the beginning of article (8)
- Banner below article – desktop (9)
- Banner below article – mobile (10)
- **Partner ad section:** 3 links next to each article in the section (11), leading to a website, blog or online shop chosen by client. Right column, upper pane.
- **Content marketing:**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

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



S on heikuvõtte on heikuvõtte heikuvõtte, kes...
Pooledist aastat pööld: mis on tulemus?

Kuue kümne kaasaarvutaga olime seda lile...
• Üksikloosid kasutajad: kehtivad ühislooside kasutajate arv kuni 20...
• Üksikloosid kasutajad: kehtivad ühislooside kasutajate arv kuni 20...



WEB: *section partner examples*

- **Example 1: Tallinn University Open Academy**



- **Näidis 2: Luminor**



WEB: *newsletter*

Newsletter sponsor:

- Newsletter has 1 sponsor location (7): at the beginning of newsletter, right under Edasi logo and preceded by text **Uudiskirja toetab: ...** (Newsletter sponsored by:...)
- **Newsletter is sent** once per week
- **Receivers:** 2500+
- **Newsletter viewing percentage:** 35–40%

Ask for price offer:

janeck.uibo@edasi.org



EDASI.ORG

INNUSTAV JA HARIV AJAKIRI

Uudiskirja toetab **Partner**

*Aita luua
müra vaba
sisu.*



7



Marko Mihkelson: kuidas peatada Putini sõjavanker?

"Sarnaselt 1930ndate aastatega on Venemaal jõutud täna arusaamisele, et Euroopas on kujunenud soodne olukord senise status quo muutmiseks. Lisaks impeeriumi taastamisele ihkab totalitaarne Venemaa demokraatlikule läänele peale suruda oma reegleid, kehtestada uusi mõjutusoone ning marginaliseerida Ameerika Ühendriike rolli maailmapoliitikas. Selleks ollakse valmis vähemalt sõnades kuni tuumanupuni välja minema."

WEB: *rus.edasi.org*

Solution 1 – Exclusive!

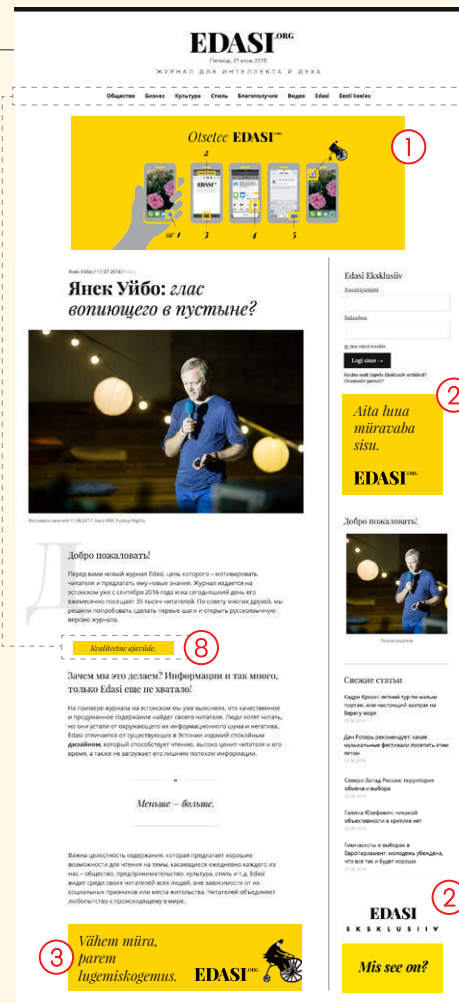
- **Only client throughout the environment,** all ad spaces and devices (desktop, mobile).

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

Technical requirements

- File format: png, jpg, gif
- Max size 100kb
- [HTML requirements](#)

Special solutions upon agreement

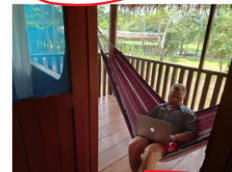
- **Edasi Podcast partner**
- **Video series sponsor**
("Kutsumus", "Kas teadsid" etc)
- **Named section**
- **Supporter of a subsection or article series**
(message at the end of an article)
- **Content marketing**

Video series sponsor



Named section

**Lauri Rapp: vaade Tartule
Amazonase vorkiigest.
"Tartu 12 tooli"**



Article series "12 chairs of Tartu" consists of upbeat stories by Lauri Rapp, who covers the life, phenomena and events of Tartu, sitting on a different chair each month throughout one year.

Article series sponsor

**Moe- ja disainiuudised:
jaanuar**



"Fashion and design news" section is for readers who are interested in fashion and design. Section sponsored by Your Company.

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*

“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 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!

