



## INTRODUCTION

The Baltic Guide is a versatile newspaper that covers cultural events, restaurants, shopping, hotels, health and beauty services, city maps, news, and much more.

- Finnish tourist newspaper printed since 1993.
- In Finnish.
- Printed monthly, 12 times per year.
- Free
- Circulation: 40,000–60,000
- Wide distribution network in Finland and Estonia: ports, hotels, tourist information points, tourism fairs, airports, etc.

## DEADLINES

Please reserve advertising space no later than the 23rd of the previous month. Material for the advertisement must be sent no later than the 25th of the previous month. Advertisements that are ready for print must be sent no later than the 27th of the previous month.

## 2017 PUBLISHING SCHEDULE AND THEMES

January	February <b>A5 insert</b>	March <b>A5 insert</b>	April <b>A5 insert</b>	May	June
<b>Matka 2017 Tourism Trade Fair Helsinki 19-22 January 2017</b> SPECIAL ISSUE COVERING THE WHOLE OF ESTONIA	<b>Winter Break 19-28 February 2017</b> HEALTH TOURISM ■ Estonia's best restaurants	<b>Winter Break 1-12 March 2017</b> CARS AND CAR REPAIR ■ European restaurants	<b>Easter Break 13-17 April 2017</b> INTERIOR DESIGN AND RENOVATION ■ Apartments, summer homes, and real estate	SPECIAL SUMMER ISSUE COVERING THE WHOLE OF ESTONIA	<b>Summer Break 3-30 June 2017</b> SHOPPING CENTRES, STORES, HOUSE WARMING PARTIES, AND SHOPPING
July	August	September <b>A5 insert</b>	October	November <b>FAIR</b>	December <b>A5 insert</b>
<b>Summer Break 1-31 July 2017</b> OLD TOWN RESTAURANTS, CAFÉS, PUBS, AND TERRACES	<b>Summer Break 1-13 August 2017</b> FASHION, CLOTHING, SHOES, AND ACCESSORIES	CULTURE, MUSEUMS, THEATRE, CONCERTS, AS WELL AS SALES AND FLEA MARKETS ■ Asian and exotic restaurants	<b>Autumn Break 14-29 October 2017</b> CARS AND CAR REPAIR	<b>St. Martin's Fair (Martin markkinat) in Helsinki 21-22 November 2017</b> SPECIAL ISSUE COVERING THE WHOLE OF ESTONIA	<b>Christmas Break 23-31 December 2017</b> CHRISTMAS SHOPPING AND SALES ■ Russian and Caucasian restaurants

**FAIR** - The Baltic Guide participates in Finnish tourism events, and distributes thousands of papers at these events. **A5 insert** - special A5 insert



## CONTACT

Põhja pst. 25, 10415 Tallinn, Estonia  
tel. +372 6 117 760  
e-mail: [marketing@balticguide.ee](mailto:marketing@balticguide.ee)  
[www.balticguide.ee](http://www.balticguide.ee)

width x height millimeters	width x height millimeters	width x height millimeters	width x height millimeters	width x height millimeters	width x height millimeters	width x height millimeters	width x height millimeters	width x height millimeters
534 x 335	280 x 360 (5 mm bleed)	257 x 335	126 x 335	257 x 165	257 x 80 126 x 165	126 x 80 61 x 165	61 x 335	257 x 40
<b>6 590</b>	<b>3 980</b>	<b>3 460</b>	<b>1 880</b>	<b>1 880</b>	<b>990</b>	<b>510</b>	<b>1190</b>	<b>720</b>

Advertisement design, please add 15% of advertisement cost. Translation of advertisement, please add 10% of advertisement cost.

Prices do not include VAT.



# INTRODUCTION

The Baltic Guide is a versatile newspaper that covers cultural events, restaurants, shopping, hotels, health and beauty services, city maps, news, and much more.

- Printed monthly, 12 times per year.
- Free circulation.
- 15,000–20,000 copies printed monthly.
- Wide distribution network in Estonia and Sweden: ports, tourist information centres, hotels, tourism fairs, airports, etc.

# DEADLINES

Please reserve advertising space no later than the 15th of the previous month. Material for the advertisement must be sent no later than the 18th of the previous month. Advertisements that are ready for print must be sent no later than the 20th of the previous month.



# CONTACT

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tel. +372 6 117 760  
e-mail: [marketing@balticguide.ee](mailto:marketing@balticguide.ee)  
[www.balticguide.ee](http://www.balticguide.ee)



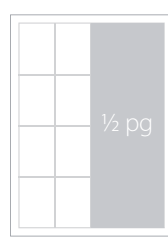
width x height millimeters 534 x 335



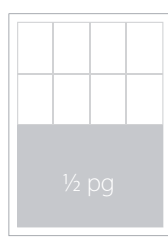
back cover 280 x 360 (5 mm bleed)



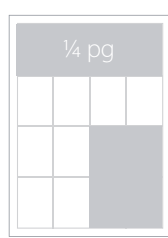
257 x 335



126 x 335



257 x 165



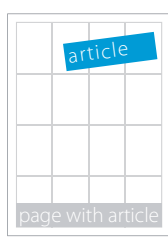
257 x 80



126 x 80



61 x 335



257 x 40

PRICE €	3 390	2 090	1 880	1 050	1 050	580	305	780	510
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Advertisement design, please add 15% of advertisement cost. Translation of advertisement, please add 10% of advertisement cost. Prices do not include VAT.



## INTRODUCTION

The Baltic Guide Russian Edition is an Estonian tourism newspaper.

The Baltic Guide is a versatile newspaper that covers cultural events, restaurants, shopping, hotels, health and beauty services, city maps, news, and much more.

- Published since 2011
- In Russian
- Published 2 times per year: May 2017, December 2017
- Free circulation
- 30 000–40 000 copies printed
- Wide distribution network in Estonia and Russia

## DEADLINES

Please reserve advertising space no later than the 5th of the month. Material for the advertisement must be sent no later than the 7th of the month. Advertisements that are ready for print must be sent no later than the 10th of the month.



## 2017 PUBLISHING SCHEDULE AND THEMES

May 2017	December 2017
SUMMER	WINTER

Põhja pst. 25, 10415 Tallinn  
tel. +372 6 117 760  
e-mail: [marketing@balticguide.ee](mailto:marketing@balticguide.ee)  
[www.balticguide.ee](http://www.balticguide.ee)

width x height millimetres	width x height millimetres (5 mm bleed)	width x height millimetres	width x height millimetres	width x height millimetres	width x height millimetres	width x height millimetres	width x height millimetres	width x height millimetres
534 x 335	280 x 360	257 x 335	126 x 335	257 x 165	257 x 80	126 x 80	61 x 335	257 x 40
4 590	2 690	2 490	1 370	1 370	760	410	950	620

Advertisement design, please add 15% of advertisement cost. Translation of advertisement, please add 10% of advertisement cost.  
Prices do not include VAT.

## THE BALTIC GUIDEN is available at:

### FINNISH TBG

#### PORTS A TALLINN

A-terminal  
B-terminal  
D-terminal  
Linda Line terminal

#### HOTELS & HOSTELS

Barons hotel  
Bern hotel  
Braavo hotel  
Tallinn Seaport hotel  
My City hotel  
PK Ilmarine hotel  
Ecoland hotel  
Economy hotel  
Euroopa hotel  
Go Hotell Schnelli  
Imperial hotel  
Kalev Spa hotel  
Kreutzwald Hotel Tallinn  
L'Ermitage hotel  
Meriton Grand Conference & Spa Hotel  
Metropol hotel  
Nordic Forum Hotel  
Old House hostel  
Old Town Maestro hotel  
Oru hotel  
Palace hotel  
Radisson Park Inn Tallinn  
Radisson Blu Hotel Tallinn  
Radisson Blu Hotell Olümpia  
Savoy Boutique hotell  
Scandic St.Barbara hotel  
Sokos Hotel Viru  
St. Olav hotel  
Susi hotel  
Swissotel  
Tähetorni hotel  
Telegraaf hotel  
Three Crowns Residents  
Ülemiste hotel  
Vana Wiru hotel  
Viimsi Spa hotel  
Von Stackelberg Hotel Tallinn  
Aquamarine Pirita hotel

#### OTHER PLACES

In front of The Baltic Guide office  
Finnish Embassy  
Stockmann  
Tallinn Airport

Tallinn Finnish School  
Tallinn Tourism Info  
Citytour buses  
Tallinna TV Tower  
Balloon Tallinn  
Tallinna University

#### RESTAURANTS

Helsinki lokaal  
Seven Seas restaurant  
Pirita Yacht Club  
Katusekohvik  
Kassikohvik Nurri

#### SHOPPING CENTRES & STORES

Rotermanni keskus  
Sadama Turg  
Sadamarket  
Stockmann  
Merekeskus  
Lootsikeskus  
Les Petites

#### PÄRNU

Estonia Spa  
Halanga Keskus  
Legend hotel  
Pärnu hotel  
Matkavekka Eesti  
Pärnu visitors Centre  
Sõprus Rehabilitation Centre  
Tervis Sanatorium  
Steffani Pizza  
Strand hotel  
Tervise Paradiis Spa  
TRK Viiking  
Koidulapark hotel  
Pärnu Yacht Club

#### TARTU

Dorpat hotel  
London hotel  
Pallas hotel  
Tartu Visitors Centre

#### WESTERN ESTONIA

Fra Mare Thalasso Spa  
Grand Rose Spa  
Haapsalu Tourist Info  
Hiiumaa Tourist Info  
Kuressaare Tourist Info

Laine Spa Hotel  
Meri Spa Hotel  
Rüütli Spa Hotel  
Saaremaa Valss Spa Hotel  
Georg Ots Spa Hotel

#### EASTERN ESTONIA

Aqva Hotel & Spa  
Jõhvi Tourist Info  
Narva Tourist Info  
Rakvere Tourist Info  
Toila Sanatorium  
Vihula Manor

#### OTHER PLACES IN ESTONIA

Otepää Tourist Info  
Valga Tourist Info  
Viljandi Tourist Info  
Võru Tourist Info  
Bonifatiuse Gild  
Rapla Tourist Info  
Jõgevamaa Tourist Info

#### IN FINLAND

Katajanokka terminal  
Länsiterminal  
Makasiiniterminal  
Ikaalisten Matkatoimisto Oy buses

### English TBG

#### PORTS A TALLINN

B-terminal  
D-terminal

#### HOTELS & HOSTELS

Kolm Öde Hotel  
Barons Hotel  
Bern Hotel  
Braavo Hotel  
Tallinn Seaport Hotel  
My City Hotel  
PK Ilmarine Hotel  
Ecoland Hotel  
Economi Hotel  
Euroopa Hotel  
GoHotel Schnelli  
Imperial Hotel  
Kalev Spa Hotel  
Kreutzwald Hotel Tallinn  
L'Ermitage Hotel  
Meriton Grand Conference & Spa Hotel  
Metropol Hotel  
Nordic Forum Hotel  
Old House hostel  
Old Town Maestro Hotel  
Oru Hotel  
Palace Hotel  
Radisson Park Inn Tallinn  
Radisson Blu Hotel Tallinn  
Radisson Blu Hotel Olümpia  
Savoy Boutique hotell  
Scandic St.Barbara Hotel  
Sokos Hotel Viru  
St. Olav Hotel  
Susi Hotel  
Swissotel  
Three Crowns Residents  
Tähetorni Hotel  
Tatari 53 Hotel  
Telegraaf Hotel  
Ülemiste Hotel  
Vana Wiru Hotel  
Viimsi Spa Hotel  
Von Stackelberg Hotel Tallinn  
Aquamarine Pirita hotell

#### OTHER

Lootsikeskus  
Hansabuss Business Line  
Swedish Embassy  
Sadama Turg  
Stockmann info  
Tallinn Airport  
Tallinn Tourist Info

Citytour Buses  
Tallinn TV Tower  
Ecolines Sales Points  
Ecolines Riga-Tallinn  
Rapla Tourist Info  
Nordic Aviation Airlines  
Balloon Tallinn

#### RESTAURANTS

Maikrahv  
Arizona  
Beerhouse  
Mad Murphy's  
Seven Seas restaurant  
Troika restaurant  
Turg restaurant  
Pirita Yacht Club  
Katusekohvik  
Vana Toomas restaurant

#### PÄRNU

Pärnu Hotel  
Legend Hotel  
Pärnu Visitors Centre  
Strand Hotel  
Tervis Sanatorium  
TRK Viiking  
Koidulapark Hotel  
Pärnu Yacht Club  
Sõprus Rehabilitation Centre

#### SOUTHERN ESTONIA

Dorpat Hotel  
London Hotel  
Pallas Hotel  
Tartu Visitors Centre  
Valga Tourist Info  
Susi Hotel  
Võru Tourist Info  
Otepää Tourist Info  
Viljandi Tourist Info  
Bonifatiuse Gild  
Jõgevamaa Tourist Info

#### WESTERN ESTONIA

Fra Mare Thalasso Spa  
Haapsalu Tourist Info  
Hiiumaa Tourist Info  
Kuressaare Tourist Info  
Meri Spa Hotel  
Rüütli Spa Hotel  
Georg Ots Spa Hotel

#### EASTERN ESTONIA

Jõhvi Tourist Info  
Narva Tourist Info  
Rakvere Tourist Info

Saka Cliff Hotel & Spa  
Toila Sanatorium  
Vihula Manor  
Sagadi Manor  
Aqva Hotels & Spa

#### IN SWEDEN

Tallink Marienhamn Stockholm  
Värtahamnen Port

THE BALTIC GUIDEN is available at:

## Russian TBG

### HOTELS IN TALLINN

Baltic Hotel Imperial  
Baltic Hotel Vana Wiru  
Barons Hotel  
Bern Hotel  
Braavo Hotel  
Tallinn Seaport Hotel  
Domina City Hotel  
PK Ilmarine Hotel  
Ecoland Hotel  
Euroopa Hotel  
Go Hotel Shnelli  
Kalev Spa Hotel  
Kreutzwald Hotel Tallinn  
L'Ermitage Hotel  
Meriton Grand Conference & Spa Hotel  
Metropol Hotel  
Nordic Hotel Forum  
Old Town Maestro Hotel  
Oru Hotel  
Palace Hotel  
Park Inn Central Tallinn  
Radisson Blu Hotel Tallinn  
Radisson Blu Hotell Olümpia  
Reval Park Hotel Tallinn  
Savoy Boutique Hotel  
Sokos Hotel Viru  
St. Olav Hotel  
St.Barbara Hotel  
Susi Hotel  
Swissotel  
Tähetorni Hotel  
Tatari 53 Hotel  
Telegraaf Hotel  
Three Crowns Residents  
Ülemiste Hotel  
Viimsi Spa Hotel  
Von Stackelberg Hotel Tallinn  
Economy Hotel  
Aquamarine Pirita Hotel

### OTHER PLACES IN TALLINN

Tallinn Airport  
Port of Tallinn D-terminal  
Port of Tallinn B-terminal  
Maikrahv restaurant

Nordic Aviation Airlines  
Tallinn Tourist Info  
Citytour Buses  
Tallinn TV Tower  
Balloon Tallinn  
Pirita Yacht Club restaurant  
Merekeskus  
Lootsi keskus  
Vana Toomas restaurant

### WESTERN & EASTERN ESTONIA

Saka Cliff Hotel & Spa  
Toila Sanatorium  
Vihula Manor  
Sagadi Manor & Hotel  
Jõhvi Tourist Info  
Narva Visitors Centre  
Narva Museum  
Rakvere Tourist Info  
Aqva Hotel & Spa

### PÄRNU

Pärnu Hotel  
Sanatorium Tervis  
Strand Hotel  
Tervise Paradiis  
Pärnu Visitors Centre  
TRK Viiking

### KURESSAARE

Georg Ots Spa

### TARTU

London Hotel  
Pallas Hotel  
Tartu Visitors Centre

### BUS LINES

Temprans Kiev–Tallinn  
Temprans St. Peterburg–Tallinn  
Ecolines Sales Points  
Ecolines St. Peterburg–Tallinn  
Presto St. Peterburg–Pärnu

### MOSCOW

Estonian Embassy

### ST. PETERBURG

Estonian Consulate

