



www.balticguide.ee

MEDIAKIT 2018



Tourism publication since 1993

FINNISH EDITION

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: 40,000–50,000
- 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.

2018 PUBLISHING SCHEDULE AND THEMES

JANUARY	FEBRUARY	MARCH
MATKA 2018 – TOURISM TRADE FAIR in Helsinki 18.–21.1.2018 SPECIAL ISSUE COVERING THE WHOLE OF ESTONIA	BEAUTY AND HEALTH Winter Break (South Finland 19.–25.2.2018, Central Finland 26.2–4.3.2018, North Finland 5.–11.3.2018) A5 Insert – The Best Estonian restaurants 2018	Winter Break (Central-Finland 26.2–4.3.2018, North-Finland 5.–11.3.2018) TRAVEL AGENCIES, EASTER (30.3–2.4.2018) A5 Insert – Asian restaurants
APRIL	MAY	JUNE
INTERIOR DESIGN AND RENOVATION, GARDEN DECOR	A4 INSERT “ESTONIAN SUMMER”	SHOPPING A4 INSERT “ESTONIAN SUMMER” A5 Insert – Trade and fashion
JULY	AUGUST	SEPTEMBER
ESTONIAN UNDISCOVERED PEARLS (Lääne-Viru County, Otepää etc) A5 insert – Pubs and bars	FAIRS AND MARKETS A5 insert – Chinese and Japanese languages publication	SPORT, CULTURE, MUSEUMS – NEW SEASON A5 insert – International cuisines restaurants
OCTOBER	NOVEMBER	DECEMBER
Autumn Break CARS	St. Martin’s Fair in Helsinki 17-18.11 2018 SPECIAL ISSUE COVERING THE WHOLE OF ESTONIA	CHRISTMAS

SIZES AND PRICES



width x height
millimeters

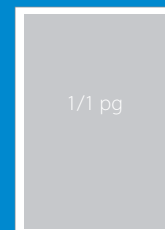
534 x 335

6 590 eur



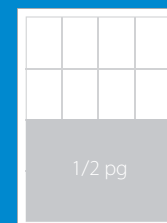
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(+10 mm bleed)

3 980 eur



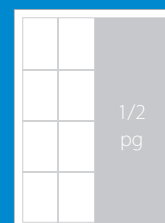
257 x 335

3 460 eur



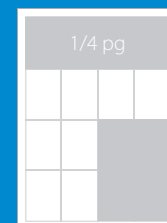
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1 880 eur



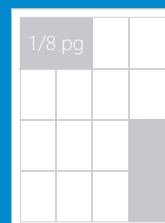
126 x 335

1 880 eur



257 x 80
126 x 165

990 eur



126 x 80
61 x 165

510 eur



61 x 335

1 190 eur



257 x 40

720 eur

Advertisement design, please add 15% of advertisement cost. Translation of advertisement, please add 10% of advertisement cost.
String commercials at the info page costs 50 eur.
Prices do not include VAT.

RUSSIAN EDITION

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
- Published 2 times per year:
May 2018, December 2018
- 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.

2018 PUBLISHING SCHEDULE AND THEMES

MAY 2018

SPECIAL ISSUE COVERING THE WHOLE OF ESTONIA
SUMMER

DECEMBER 2018

SPECIAL ISSUE COVERING THE WHOLE OF ESTONIA
WINTER

INFORMATION & TECHNICAL SPECS

Colour Management

Coldset. Newspaper and improved newsprint (SNP, News, coldset, 45-55 g/m²):
ISOnewspaper26v4 (IFRA26) Total ink limit 240%,
Max black 95%. Four-colour (CMYK)
200 dpi

Photo Resolution

Printing

Offset Printing

Working Formats

ai, eps, psd, jpg, pdf

Finished Format

Print-ready PDF, follow ink limits.
(Ink limit max 240%, max black 95%)

FTP

<ftp://balticguide.ee.klient.veebimajutus.ee>
username: vhost2751f2 password: Guidex

Longer technical specs

<http://www.kroonpress.eu/ajaleht>

SIZES AND PRICES



width x height
millimeters

534 x 335

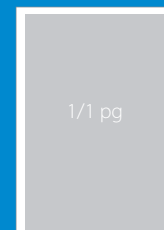
4 790 eur



back cover
1/1 pg

280 x 360
(+10 mm bleed)

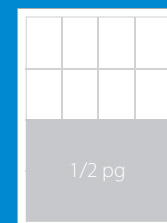
2 820 eur



1/1 pg

257 x 335

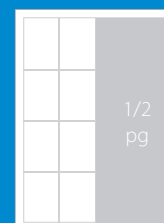
2 590 eur



1/2 pg

257 x 165

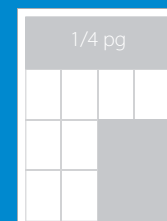
1 440 eur



1/2
pg

126 x 335

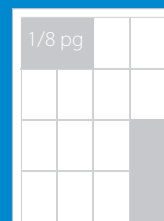
1 440 eur



1/4 pg

257 x 80
126 x 165

790 eur



1/8 pg

126 x 80
61 x 165

430 eur



article
page with article

61 x 335

990 eur



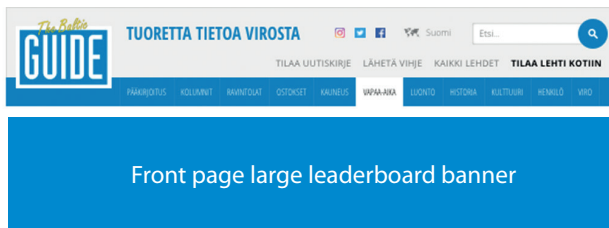
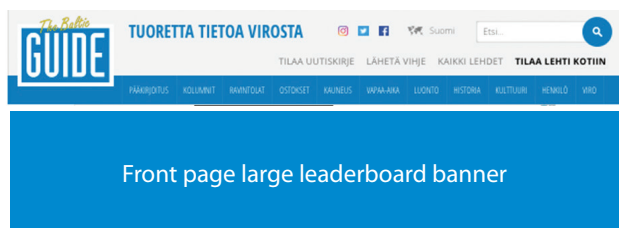
article
pg. with article

257 x 40

650 eur

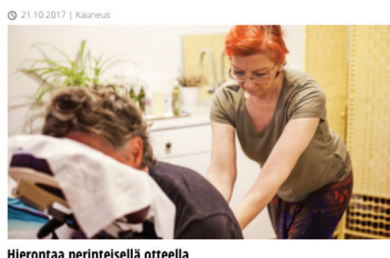
Advertisement design, please add 15% of advertisement cost. Translation of advertisement, please add 10% of advertisement cost. String commercials at the info page costs 50 eur. Prices do not include VAT.

WEB BANNER PRICES



Right side
250x250 px

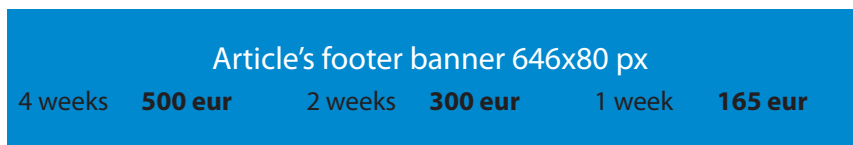
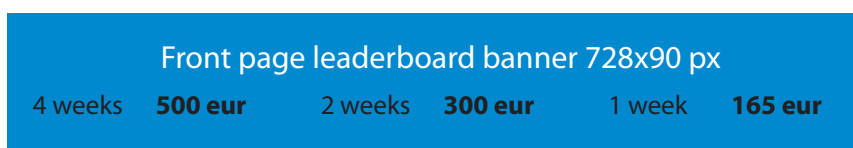
Right side
250x250 px



Right side
250x250 px

Right side
250x250 px

Left side
250x500 px



CONTENT MARKETING AT THE BALTIC GUIDE WEB PAGE:

Article translation and development:

1. 2000 characters 100 €
2. 3000 characters 150 €
3. 4000 characters 200 €

30 days:

1. 2000 characters 300 €
2. 3000 characters 400 €
3. 4000 characters 500 €

The price includes 1 photo.
Photographer services 50€.

Banner design, please add 15% of banner cost.

The prices don't include VAT.