



www.balticguide.ee

MEDIAKIT

Tourism publication since 1993.



Finnish edition

The Baltic Guide is a versatile newspaper that covers Estonian 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

Circulation
30 000–50 000
...
80 000
monthly visitors on
the homepage

Free circulation
...
Wide distribution
in Finland and Estonia:
ports, hotels, airports, tourist
information points, tourism fairs etc.

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:
june, december

Free
circulation
...
30 000–40 000
copies
printed

Wide distribution
network in
Russia and
Estonia

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)
Photo Resolutionsn	200 dpi
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%)
Longer technical specs	http://www.kroonpress.eu

Content marketing article

1/1 pg. content marketing article 3 460 eur
1/2 pg. content marketing article 1 880 eur
1/1 pg. 2600-3400 characters, 3 photos • 1/2 pg. 1700-2300 characters, 2 photos
Prices do not include VAT.



Newspaper + home page content marketing:
Newspaper content marketing cost + 390€
(e.g. 1/2 pg. newspaper content marketing + home page content marketing: 1880€ + 390€)

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)
Photo Resolutionsn	200 dpi
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%)
Longer technical specs	http://www.kroonpress.eu

Content marketing article

1/1 pg. content marketing article 2 590 eur
1/2 pg. content marketing article 1 440 eur
1/1 pg. 2200-2600 characters , 3 photos • 1/2 pg. 1500-1700 characters, 2 photos
Prices do not include VAT.



Newspaper + home page content marketing:
Newspaper content marketing cost + 390€
(e.g. 1/2 pg. newspaper content marketing + home page content marketing: 1440€ + 390€)

Sizes and prices

Advertisement production and translation cost is 59€. VAT is added to the prices.

width x height millimeters	534 x 335	280 x 360 (+10 mm bleed)	257 x 335	257 x 165	126 x 335	257 x 80 126 x 165	61 x 80 126 x 80 61 x 165	61 x 335	257 x 40
Finnish edition	6 590 eur	3 980 eur	3 460 eur	1 880 eur	1 880 eur	990 eur	310 eur 510 eur	1 190 eur	720 eur
Russian edition	4 790 eur	2 820 eur	2 590 eur	1 440 eur	1 440 eur	790 eur	250 eur 430 eur	990 eur	650 eur



Helsinki West Harbour (T2)

Europe's busiest
passenger
harbour

Operators:
**Tallink ja Eckerö
Line**

**10
departures**
every day

More than **5 million
passengers every
day**

Portrait screen
8 pc,
price **880 eur**

Stationlight
14 pc,
price **1590 eur**

Digital LED-TV
2 pc
price **790 eur**

Katajanokka Harbour

Katajanokka screens, 9 pc
price **590 eur**

T2 screens, 8 pc, (880 eur) + Katajanokka screens,
9 pc, (390 eur) Total price **1280 eur**

Above prices apply for a 4 week campaign.

Technical information

	Size	Working formats	Other info
Digital LED-TV	640 x 336 px 4000 x 2000 cm	mp4, jpg (duration 10 s)	Ad production for still image (300 dpi, max. 3 pictures) 100€+VAT. For video production - ask offer!
Portrait screen	1080 x 1920 px 55"	mp4, jpg (duration 10 s)	Ad production for still image (300 dpi, max. 3 pictures) 100€+VAT.
Stationlight	115x170 cm (designing surface: 112x167 cm + 3 cm frame)	resolution 300 dpi, IsoCoated, four-colour (CMYK) print-ready pdf	Stationlight ad production 100 € + VAT Installation 100 € + VAT



Digital LED-TV

(Image or video)

- ad 10 s
 - rotation max 10 min,
6 times per hour
- Alcohol advertising is allowed
in the harbour.

STATION-LIGHT

Printed poster



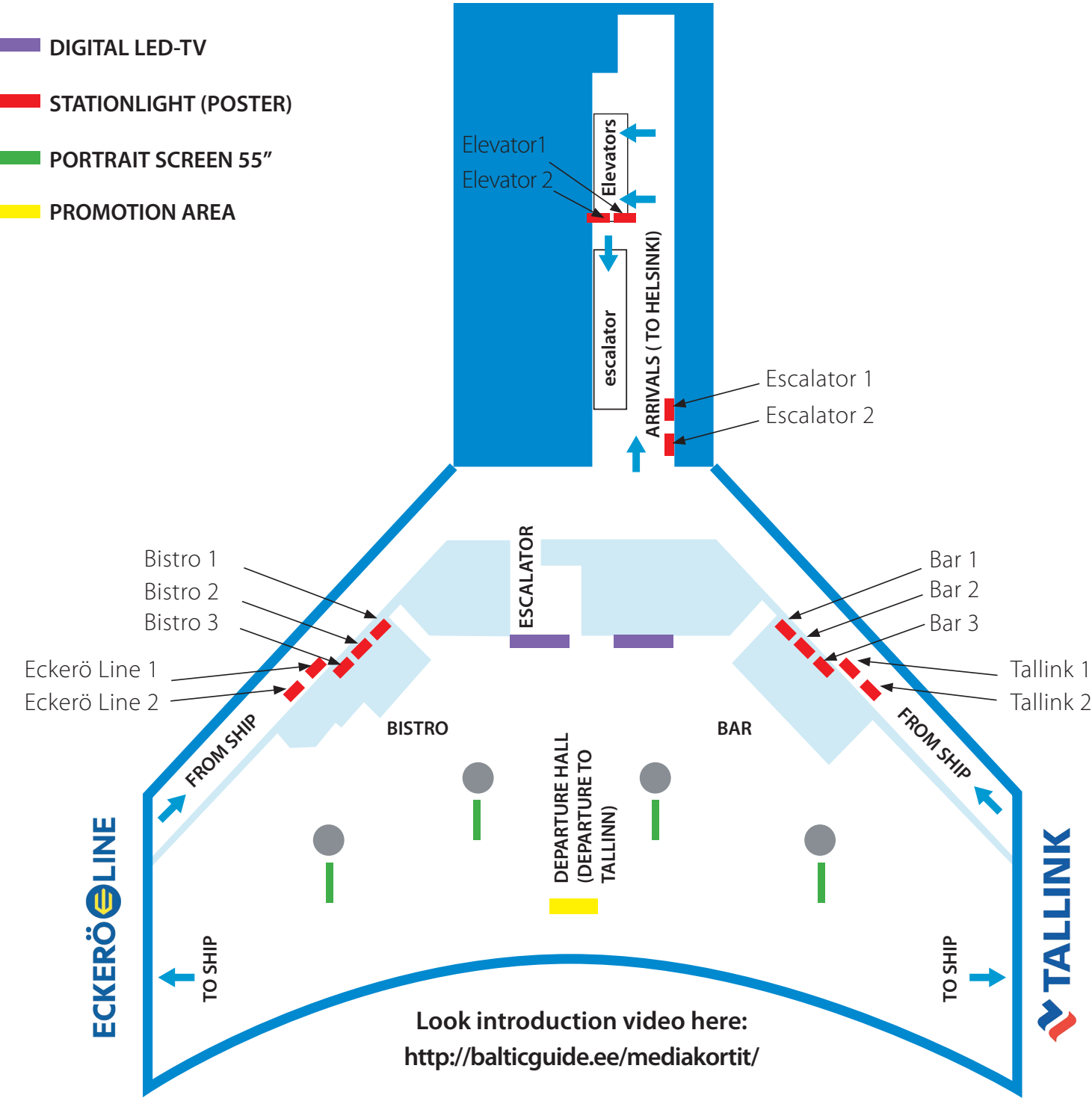
PORTRAIT SCREEN 55"

(Image or video)

- ad 10 s
- rotation max 10 min,
6 times per hour



West harbour, terminal T2 plan



PROMOTIONAL AREA		
DEPARTURE AREA	Size	Price (per day)
Media	5x5 m	600 € + VAT
Production price: ask offer!		
ARRIVAL	Size	Price (per month)
Media	235 m ²	5000 € + VAT

Production price: ask offer!

The Baltic Guide homepage: www.balticguide.ee

Over 80 000 web page visits every month

The primary source of information about Estonia for Finnish and Russian tourists.

A reliable and well known brand for almost 30 years.

Social media:
content marketing article sharing on Instagram
additional cost **100 eur** (additional cost for the content marketing article)

Story
Facebook + Instagram
0,50 eur per opening

Content marketing article on homepage

- Characters: ~ 4000
- Possibility to **add links into the text** that direct to the customer's website or promotion.
- Images: **Main image + 10 pictures.**
1 picture at the beginning of the article plus a gallery in the middle of the text with max 10 photos. Pictures in the gallery can alternate smoothly or can be changed manually with arrows. It's also possible to insert the images to the text separately, one by one.
- Optional: **a price tag, table/graph, or a map from Google maps.**

1st month **590 eur**
hereafter **390 eur**

Left side banner

250 x 500 px
4 weeks **450 eur**
2 weeks **250 eur**
1 week **180 eur**

Front page



Front page large banner above first article

970 x 250 px
4 weeks **690 eur**
2 weeks **390 eur**

Front page banner below first article

728 x 90 px
4 weeks **450 eur**
2 weeks **250 eur**

Right side banner

250 x 250 px
4 weeks **390 eur**
2 weeks **230 eur**
1 week **165 eur**

Opened article/tab



Article's footer banner

646 x 80 px
4 weeks **490 eur**
2 weeks **290 eur**
1 week **165 eur**

Banner design, please add 15% of banner cost. The prices don't include VAT.