



- The leading tourism media in the Finnish Gulf region
- Published monthly, 12x in year
- Free distribution
- Circulation 40 000 to 65 000 copies monthly
- Extensive distribution network in Finland and Estonia

RELIABLE PARTNER FOR FINNS IN ESTONIA FROM 1993

The Baltic Guide has been an important source of information for tourists from Finland to Estonia and Baltics since 1993. The monthly newspaper offers its readers fresh and diversified information on different happenings, restaurants, shopping opportunities and other important fields. Many of our readers keep the magazine for future reference.



CONTENT

FAIR

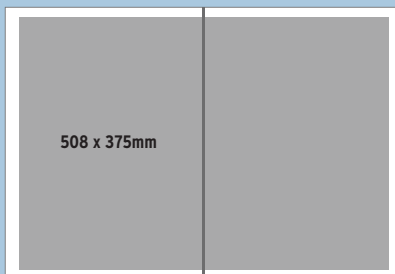
January	Matka 2011 travel fair in Helsinki.	July	Summer vacation
February	Winter holiday season	August	Beauty and health
March	Building and real estate	September	Accommodation and conference travel
April	Shopping	October	Restaurants
May	Culture and education	FAIR November	Special issue introducing whole Estonia.
June	Cars and motoring	December	Entertainment

Summer special: Estonian provinces:

- Distributed in harbours in Finland and in tourist agency in Estonia from May to August.
- Circulation 50 000

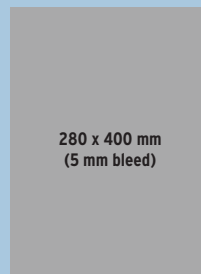
FAIR = The Baltic Guide has own stand at Finnish travel fairs.

2 x 1/1 page



6 290 EUR
98 417,10 EEK

back cover 1/1 page



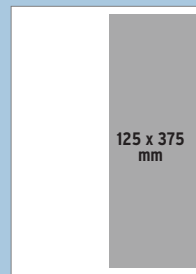
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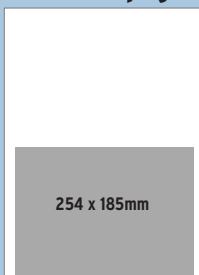
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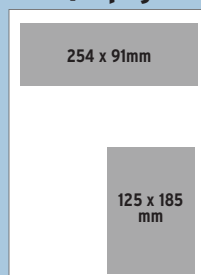
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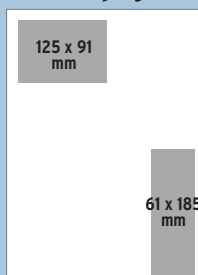
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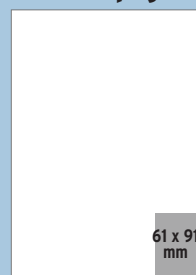
950 EUR
14 864,30 EEK

1/8 page



490 EUR
7 666,80 EEK

1/16 page



290 EUR
4 537,50 EEK

Deadlines

- Booking ad space:
20th day of the previous month.
- Working material:
25th day of the previous month.
- Material (ready to print)
27th day of the previous month.

Technical specifications

Full page size: 254 x 375 mm
Colours: fourcoloured print CMYK
Photos: check total ink coverage:
www.kroonpress.ee/pdf_download/touchup.htm
Pages: 48 - 88
Circulation: 40 000 - 65 000
Resolution: 32 - 40 rida/cm (85 - 100 lpi)
Printing process: offsetrotatsioon
Working material: ai, eps, psd, jpg, pdf
Material (ready to print): PDF (total colour amount max 240%)
ftp: www.balticguide.ee

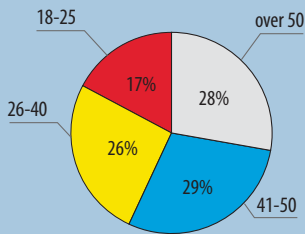
Contact

Guide Marketing OÜ
Põhja pst. 25, 10415 Tallinn
Tel. 6 117 760
Fax 6 117 761
marketing@balticguide.ee
www.balticguide.ee

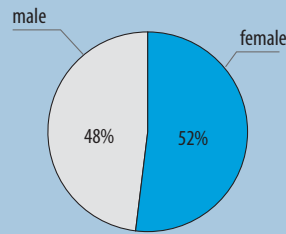


The Baltic Guide readers profile

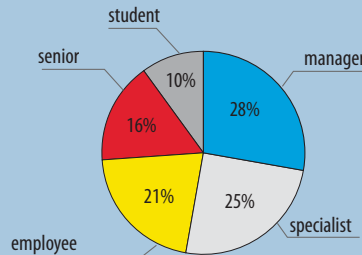
Age



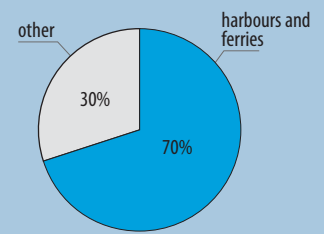
Gender



Position



Distribution of The Baltic Guide



Source: Turu-uuringute AS

DISTRIBUTION IN FINLAND

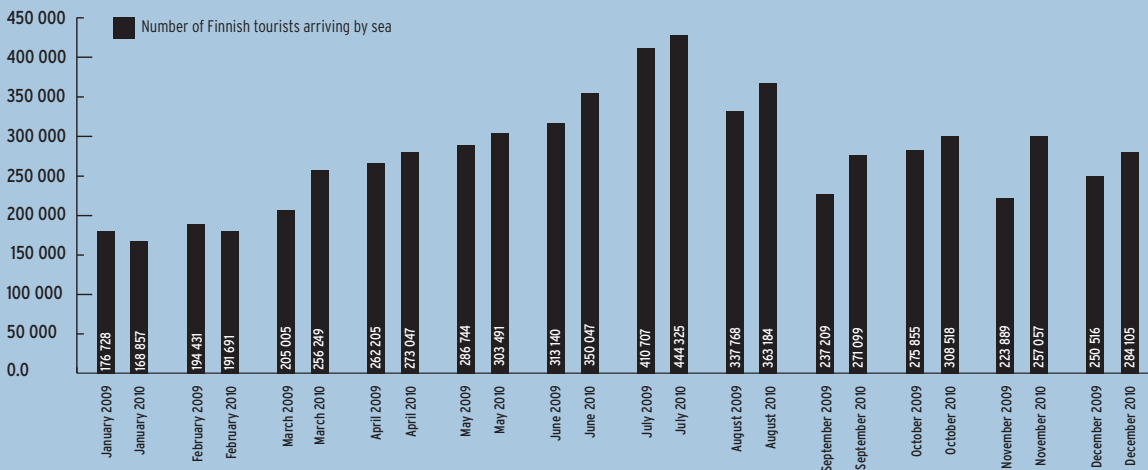
HELSINKI: All harbours in Helsinki, Estonian tourism agencies, Tuglas Society

R-KIOSKS: The Baltic Guide is on sale in selected R-Kiosks nationwide(1,70 EUR)

VIKING LINE: Sales offices in Helsinki, Tampere and Turku

SUBSCRIPTIONS: The Baltic Guide is subscribed by over 1000 private persons and companies

Finnish tourist's arrivals by sea (Helsinki-Tallinn) since January 2009



Source: Liikennevirasto

DISTRIBUTION IN ESTONIA

Harbours: All terminals in Tallinn

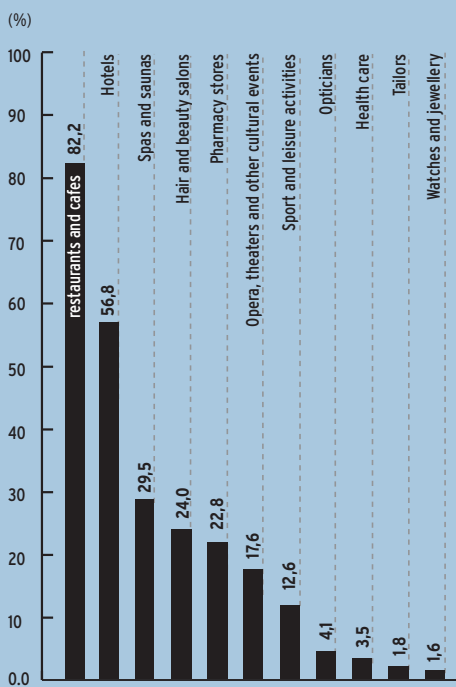
Airports: Kuressaare and Tallinn Airport

Tourism Info Points: Tourism Info Points in nationwide

Hotels: Most of Tallinn city hotels, spas and hotels over Estonia

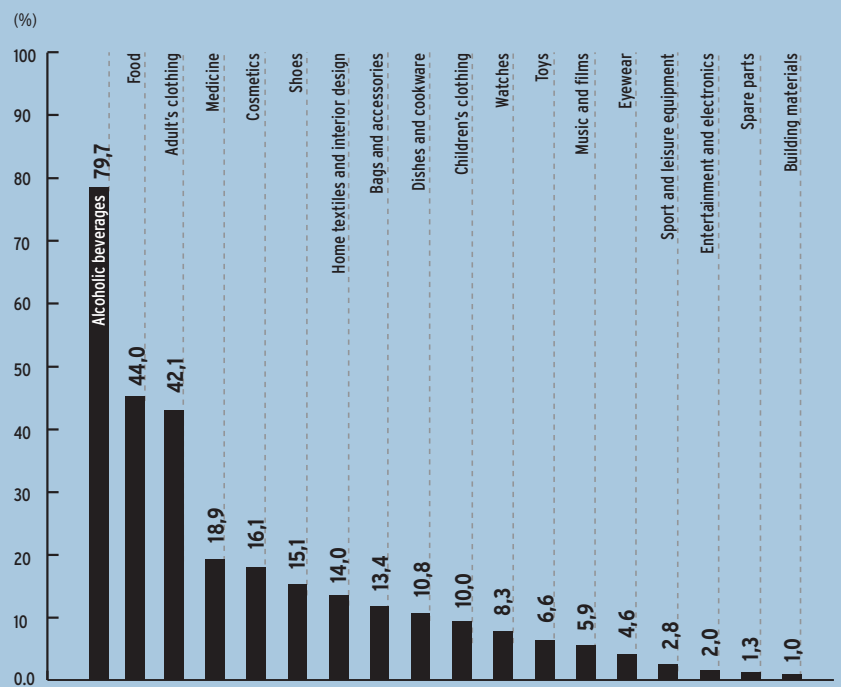
Other locations: Finnish Embassy in Tallinn, shopping and restaurants in Tallinn

Services used by Finns in Estonia



Source: Kaupan Liitto

Purchases made by Finns in Estonia



Source: Kaupan Liitto