



[www.balticguide.ee](http://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.
- Free
- Circulation: 35,000–50,000
- 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.

## 2019 PUBLISHING SCHEDULE AND THEMES

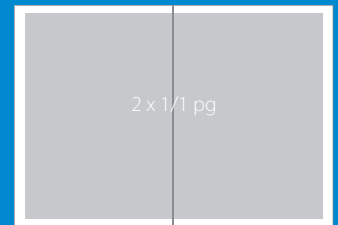
JANUARY	FEBRUARY	MARCH
<b>MATKA 2019 TOURISM TRADE FAIR SPECIAL ISSUE.</b> Covering the whole Estonia.	<b>BEAUTY AND HEALTH. ESTONIAN SPA'S.</b> <b>A5 Insert</b> –Rated restaurants in Estonia.	<b>CARS, HARDWARE STORES AND HOME REPAIR.</b>
APRIL	MAY	JUNE
<b>ST. MARTIN'S FAIR IN TAMPERE. EASTER. GARDEN DECOR.</b>	<b>A4 INSERT "ESTONIAN SUMMER."</b>	<b>SHOPPING. "ESTONIAN SUMMER."</b>
JULY	AUGUST	SEPTEMBER
<b>SUMMER IN ESTONIA.</b> (sightseeings, culture, restaurants, shopping, beauty care)	<b>SUMMER IN ESTONIA.</b> (sightseeings, culture, restaurants, shopping, beauty care)	<b>AUTUMN SEASON.</b> (sightseeings, culture, restaurants, shopping, beauty care) <b>A5 Insert</b> –Rated restaurants in Estonia.
OCTOBER	NOVEMBER	DECEMBER
<b>REAL ESTATE, INTERIOR, HARDWARE STORES.</b> Finnish autumn break.	<b>ST. MARTIN'S FAIR IN HKI. SPECIAL ISSUE.</b> Covering the whole Estonia.	<b>CHRISTMAS AND NEW YEAR'S EVE.</b>

## CONTENT MARKETING ARTICLE

1/1 pg. content marketing article	2 550 eur
1/2 pg. content marketing article	1 400 eur

1/1 pg. 2600-3400 characters, 3 photos • 1/2 pg. 1700-2300 characters, 2 photos  
Prices do not include VAT.

## SIZES AND PRICES



width x height  
millimeters

534 x 335

4 950 eur



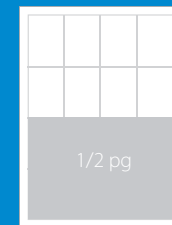
280 x 360  
(+10 mm bleed)

2 950 eur



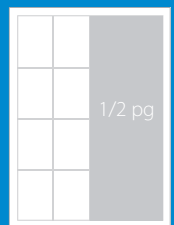
257 x 335

2 550 eur



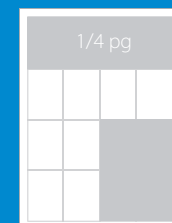
257 x 165

1 400 eur



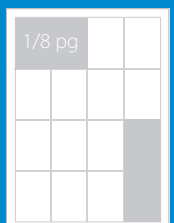
126 x 335

1 400 eur



257 x 80  
126 x 165

750 eur



126 x 80  
61 x 165

480 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:  
June 2019, December 2019
- 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.

## 2019 PUBLISHING SCHEDULE AND THEMES

JUNE

SPECIAL ISSUE COVERING THE WHOLE OF ESTONIA

SUMMER

DECEMBER

SPECIAL ISSUE COVERING THE WHOLE OF ESTONIA

WINTER

## CONTENT MARKETING ARTICLE

1/1 pg. content marketing article	1 950 eur
1/2 pg. content marketing article	1 050 eur

1/1 pg. 2200-2600 characters, 3 photos • 1/2 pg. 1500-1700 characters, 2 photos  
Prices do not include VAT.

## INFORMATION & TECHNICAL SPECS

### Colour Management

Coldset. Newspaper and improved newsprint (SNP, News, coldset, 45-55 g/m<sup>2</sup>):  
ISOnewspaper26v4 (IFRA26) Total ink limit 240%,  
Max black 95%. Four-colour (CMYK)

### Photo Resolution

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/ajaleht>

## SIZES AND PRICES



width x height  
millimeters

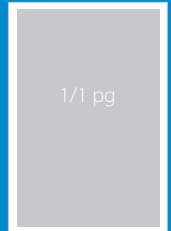
534 x 335

3 600 eur



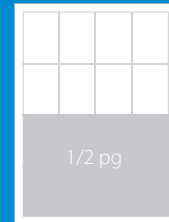
280 x 360  
(+10 mm bleed)

2 100 eur



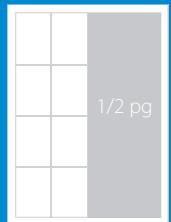
257 x 335

1 950 eur



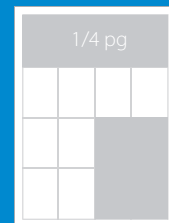
257 x 165

1 050 eur



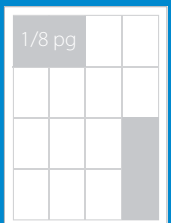
126 x 335

1 050 eur



257 x 80  
126 x 165

600 eur



126 x 80  
61 x 165

350 eur



61 x 335

990 eur



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.



## WEST HARBOUR, TERMINAL 2



- West Harbour is Europe's busiest passenger harbour
- Operators: Tallink and Eckerö Line
- 10 departures every day
- More than 5 million passengers every year

## ADVERTISING SPACES IN THE PORT

### DIGITAL LED-TV 2 PC



### DIGITAL ADVERTISING AND VIDEO SCREENS

Led-TV: 10 s rotation max 10 min.  
6 times per hour. 2 pc

PRICE (PER MONTH) 790 € + VAT

Alcohol advertising is allowed 2nd floor (departure hall).

## PORTRAIT SCREEN 55" 8 PC



## DIGITAL ADVERTISING AND VIDEO SCREENS

Portrait screen 55":  
10 s rotation max 10 min.  
6 times per hour. 8 pc

**PRICE (PER MONTH) 790 € + VAT**

## STATIONLIGHTS 14 PC



## STATIONLIGHT

Printed poster

**PRICE (PER MONTH) 1 950 € + VAT**

## TECHNICAL INFORMATION

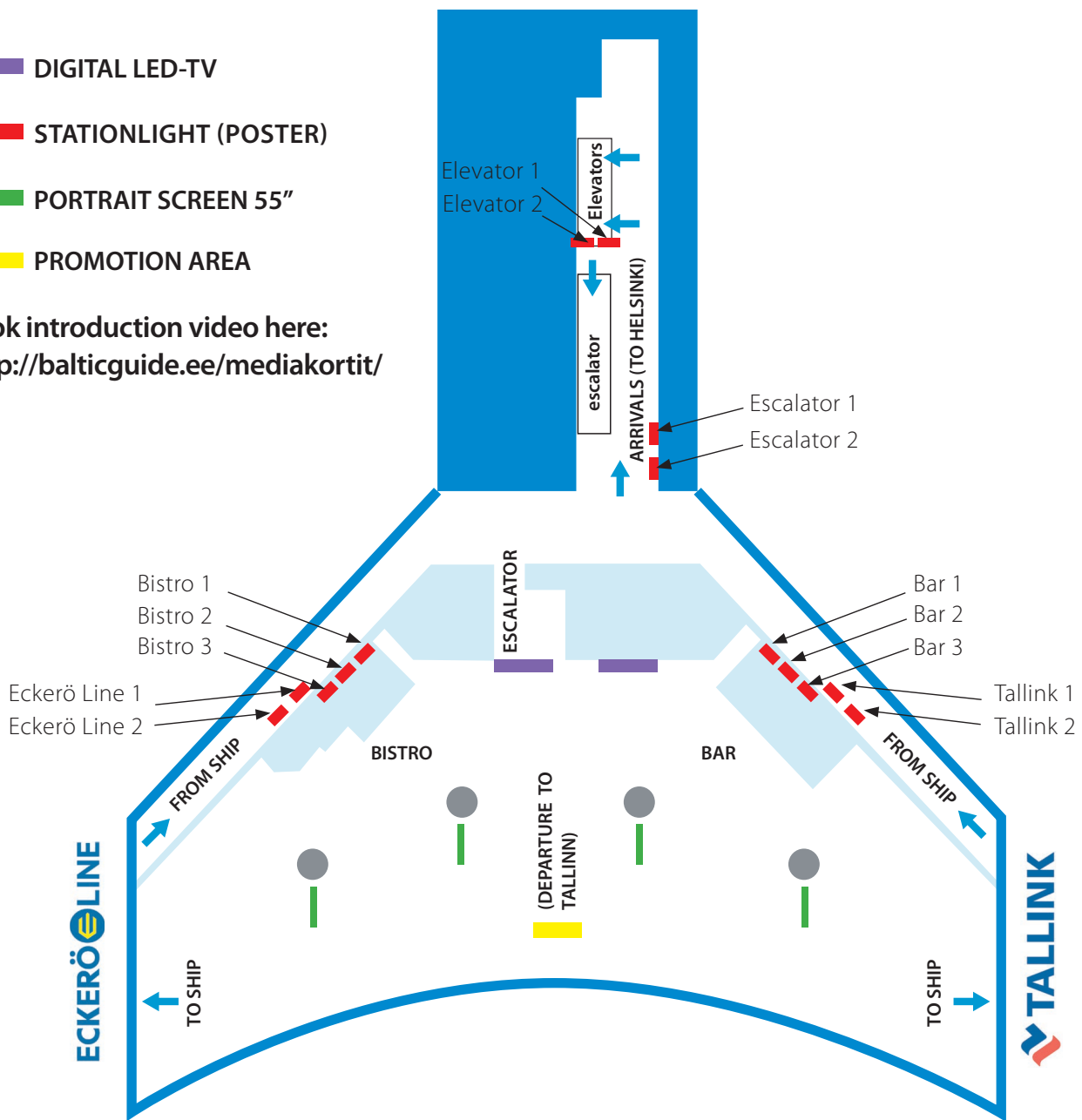
	SIZE	WORKING FORMATS	OTHER INFO
<b>Led-TV</b>	640 x 336 px 4000 x 2000 cm	mp4, jpg, png, gif, bmp, mkv, mov, flv, avi (duration 10 s)	Ad (still) max 3 picture <b>100 € +VAT.</b> Video production. Ask offer!
<b>Portrait screen</b>	1080 x 1920 px 55"	mp4, jpg, png, gif, bmp, mkv, mov, flv, avi (duration 10 s)	Ad (still) max 3 picture <b>100 € +VAT.</b> Video production. Ask offer!
<b>Station-light</b>	112 x 167 cm + 3 cm bleed	resolution 300 dpi, IsoCoated, four-colour (CMYK) print-ready pdf	Stationlight ad <b>100 € + VAT</b> Installation <b>100 € + VAT</b>

**PROMOTIONS.** Ask more information from your contact person.

# WEST HARBOUR, TERMINAL 2 PLAN

- DIGITAL LED-TV
- STATIONLIGHT (POSTER)
- PORTRAIT SCREEN 55"
- PROMOTION AREA

Look introduction video here:  
<http://balticguide.ee/mediakortit/>



PROMOTIONAL AREA

DEPARTURE AREA	Size	Price (per day)
Media	5x5 m	600 € + VAT

Production price: ask offer!

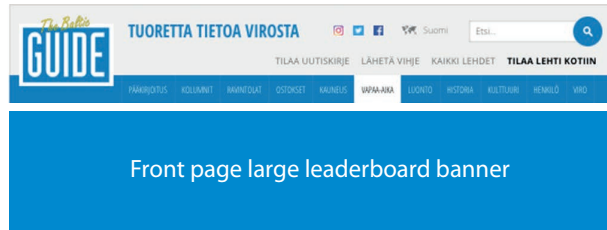
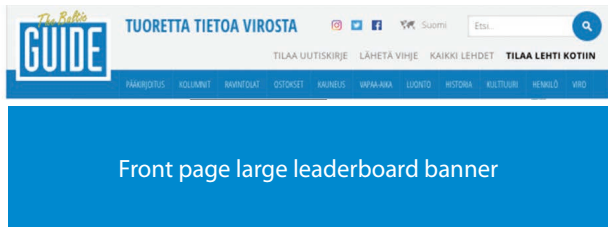
ARRIVAL	Size	Price (per month)
Media	235 m <sup>2</sup>	5000 € + VAT

Production price: ask offer!



# THE BALTIC GUIDE HOMEPAGE

## WEB BANNER PRICES:



Right side  
250x250 px

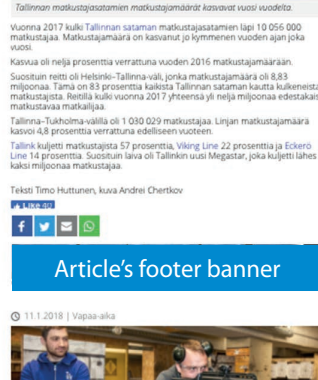
Right side  
250x250 px



Right side  
250x250 px

Right side  
250x250 px

Left side  
250x500 px



Left side 250x500 px	Front page large leaderboard banner 970x250 px		
	4 weeks	2 weeks	
	4 weeks	2 weeks	
	4 weeks	2 weeks	

4 weeks	450 eur
2 weeks	250 eur
1 week	180 eur

Front page leaderboard banner 728x90 px			
4 weeks	500 eur	2 weeks	300 eur
		1 week	165 eur

Right side 250x250 px	
4 weeks	400 eur
2 weeks	230 eur
1 week	165 eur

Article's footer banner 646x80 px			
4 weeks	500 eur	2 weeks	300 eur
		1 week	165 eur

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

## FEEDBACK FROM READERS

**“Olen innokas Baltic Guide -lehden lukija, sillä lehti pitää sisällään niin paljon mielenkiintoista luettavaa sekä hyviä tarjouksia.**

(02/2018)

**“Minä ostan joka kuukausi Baltic Guiden, hinta ei oo paha 1,70€ ja paljon lukemista. :)”**

(Facebook: Tallinnatärpät, 11/2018)

**“Hauska testi, keksit. Kohteiden esittely, tällä kertaa Narva, Viljandi. Taksien hintavertailu, todella tarpeellinen. Luontokohteista ei koskaan kyllästy lukemaan, lintupaikat ja paljon muuta.”**

(01/2018)

**Olen ollut lehtenne lukija jo 90-luvulta asti ja aina lukenut sen kannesta kanteen.**

(10/2017)

**“Lehti on tosi hyvä! Muistakaa myös Virossa asuvia suomalaisia, ei vain turisteja.”**

**“Hyvä lehti ja kiva, kun sen saa aina ilmaiseksi satamasta. Mukava aina lukea matkan alkajaisiksi ja tulee heti “Tallinnafilis”.  
Jatkakaa samaan malliin...”**

**“Lehdessä on ollut monia hyviä tarjouksia, lisää vaan kiitos!”**

(TBG readers study 2014)



From The Baltic Guide section “Turisti rysässä”.