



- Published since 2004
- Published monthly, 12x in year
- Free distribution
- Circulation 15 000 to 25 000 copies monthly
- Extensive distribution network in Sweden, Estonia and on the sea: ports, ships, tourism agencies, hotels and fairs.

## RELIABLE PARTNER FOR SWEDES IN ESTONIA FROM 2004

The Baltic Guide has been an important source of information for tourists from Sweden, Norway and Denmark. The monthly newspaper offers it's readers broad information on different happenings, restaurants, shopping and accomodation opportunities and other important issues.



## KEYWORDS IN 2011

<b>FAIR</b>	Travel fair in Oslo		
<b>January</b>	Special issue introducing whole Estonia.	<b>July</b>	Summer vacations
<b>February</b>	Winter holiday season	<b>August</b>	Shopping
<b>FAIR</b>	Travel fair in Gothenburg		
<b>March</b>	Special issue introducing whole Estonia	<b>September</b>	Restaurants
<b>April</b>	Restaurants	<b>October</b>	Accommodation
<b>FAIR</b>			
<b>May</b>	Stockholm Archipelago Fair	<b>November</b>	Shopping
<b>June</b>	Beauty and health	<b>December</b>	Christmas and New Year

### Summer special:

- Estonian provinces:**
- July-August A4 format
  - Introduction of Estonian provinces
  - Circulation 30 000

### Deadlines

- Booking ad space: 23rd day of the previous month
- Working material 25th day of the previous month
- Material (ready to print) 27th of the previous month

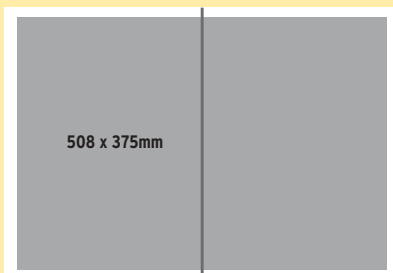
### Technical specifications

- Full page size:** 254x375 mm
- Colours:** CMYK
- Photos:** check total ink coverage: [www.kroonpress.ee/pdf\\_download/touchup.htm](http://www.kroonpress.ee/pdf_download/touchup.htm)
- Pages:** 28 - 52
- Circulation:** 15 000 - 25 000
- Resolution:** 32-40 lines/cm (85-100 lpi)
- Printing process:** offset rotation
- Working material:** ai, fh10, psd, jpg, pdf
- Material (ready to print):** pdf (total colour amount max 240%)
- ftp:** [www.balticguide.ee](http://www.balticguide.ee)

### Contact

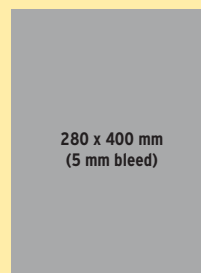
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### 2 x 1/1 page



**3 290 EUR**  
51 477.30 EEK

### back cover 1/1 lk



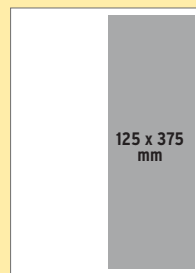
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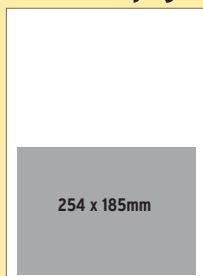
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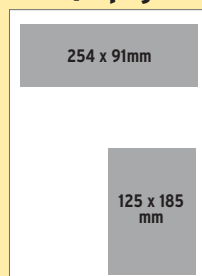
**990 EUR**  
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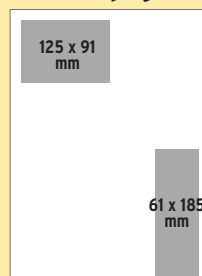
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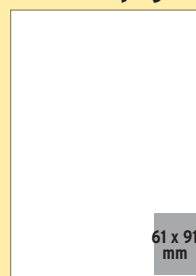
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### 1/8 page



**290 EUR**  
4 537, 50 EEK

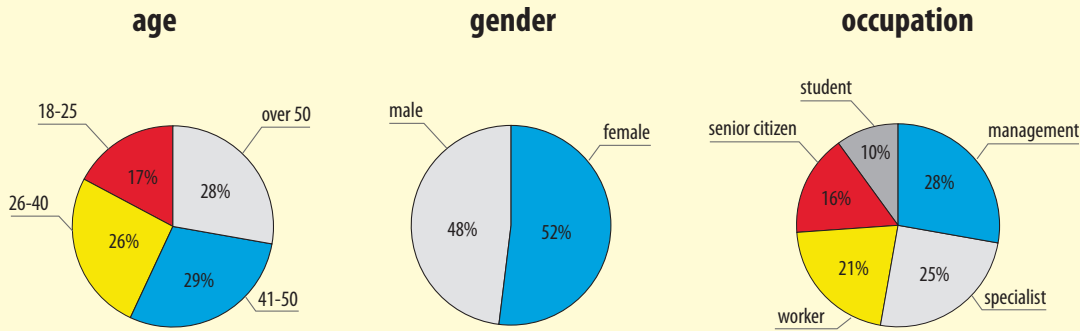
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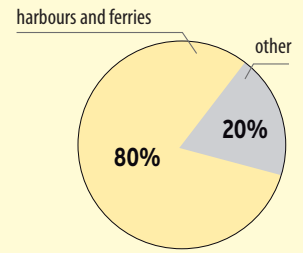


## The Baltic Guide readers profile



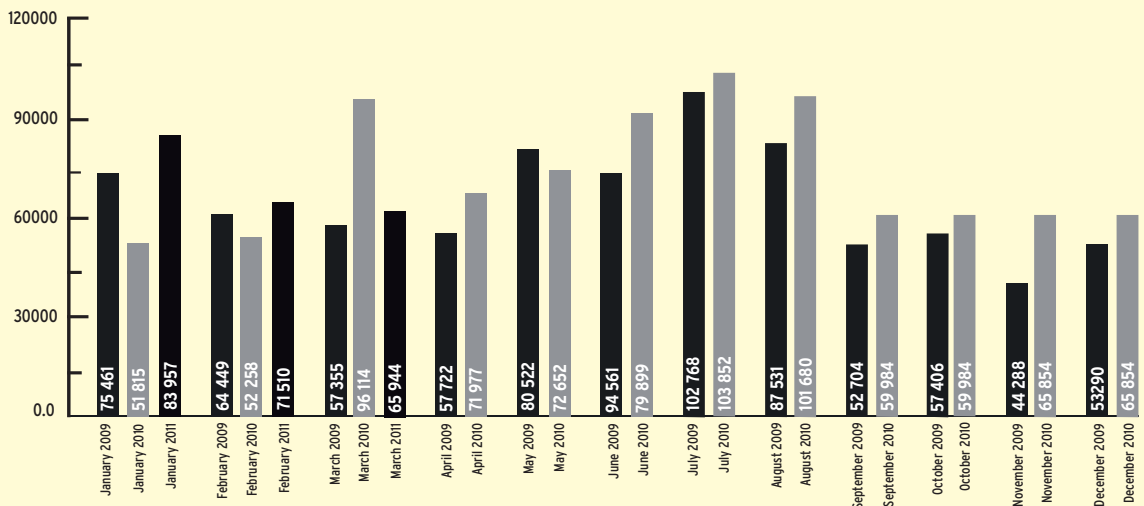
Source: Turu-uuringute AS

## Distribution of The Baltic Guide



Allikas: The Baltic Guide

## Passengers of Tallink ferries on Tallinn-Stockholm line (2009-2011)

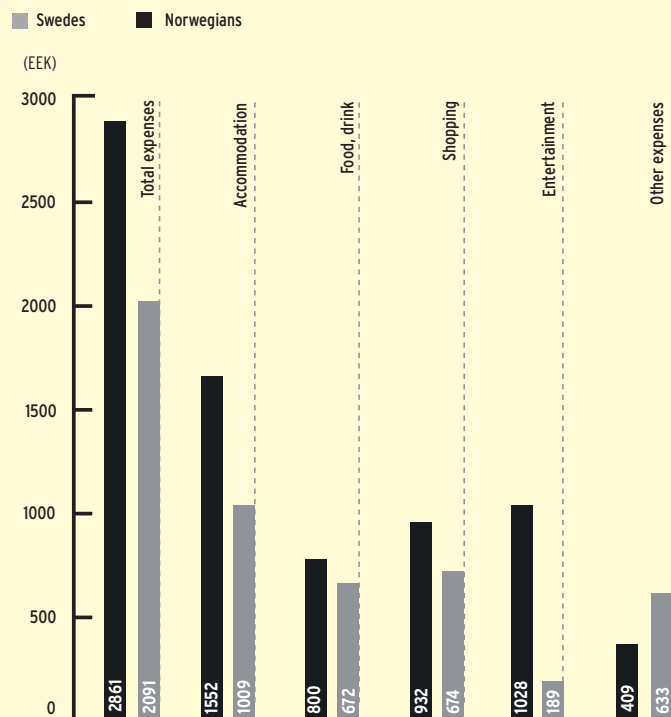


Source: AS Tallink

## DISTRIBUTION IN FINLAND AND IN SWEDEN

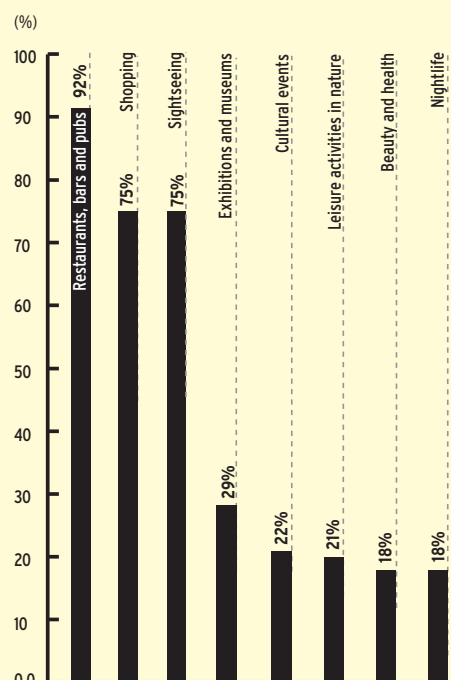
- Harbours, buses, ships:** Tallink buses in Sweden, Tallink ships (Stockholm-Tallinn line), Värtahamn terminal in Stockholm, D-terminal in Tallinn
- Airports:** Tallinn, Tartu and in season Pärnu and Kuressaare airports
- Hotels:** Most of Tallinn city hotels, spas and hotels over Estonia
- Tourism Info Points:** Tourism Info Points in nationwide
- Other locations:** EAS in Stockholm, Estonian House in Gothenburg, Swedish Embassy in Tallinn

## The average expenditure of tourists in Estonia



Source: Tallinna Ettevõtlusamet

## Services used by Swedes in Estonia



Source: EAS