

Ikkunapaikka

WINDOW SEAT

WWW.IKKUNAPAIKKA.FI

Matkailuteollisuuden ammattijulkaisu • Finnish Travel Industry Journal • Facktidning för reseindustrin i Finland

32nd year

Media Card 2021

EDITORIAL & ADVERTISEMENTS

Editor-in-Chief

Leena Aalto

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LAYOUT

Art Director

Juhana Mikkänen

hello@juhanamikkänen.com

PRINTING HOUSE

PunaMusta Oy

PUBLISHER

Travision Oy

Raisiontie 6 D, 00280 Helsinki

CIRCULATION

5 000

READERSHIP

14 000

READERS

Travel agency personnel	64 %
Airlines etc.	11 %
Company travel managers	9 %
Travel agency management	7 %
Hotel business	4 %
Travel editors, press	3 %
Municipal travel organisations	2 %

PUBLICATION SCHEDULE

Issue	Booking	Materials	Published
1	25 Jan	1 Feb	12 Feb
2	15 Mar	22 Mar	1 Apr
3-4	26 Apr	3 May	12 May
5	23 Aug	30 Aug	10 Sep
6	18 Oct	25 Oct	5 Nov

TECHNICAL DATA

Trim size	297x420 mm
Print size	297x420 mm
Colors	4/4
Printing process	offset
Paper	LumiSilk 90 g

REPRO HOUSE - AD MATERIALS

PunaMusta Oy

Sirrikuja 2, 00940 Helsinki

Puhelin 010 230 8486

pm.ikkunapaikka@punamusta.com

ftp.punamusta.com

• username: lpaikka

• password: y30v93



FRONT COVER 277 x 340 mm

BACK COVER 277 x 320 mm

1/1 277 x 380 mm

A4 210 x 297 mm

1/2 136 x 380 mm

1/2 277 x 185 mm

1/3 89 x 380 mm

1/3 277 x 120 mm

1/4 136 x 185 mm

1/4 277 x 90 mm

1 42 mm

2 89 mm

3 136 mm

4 185 mm

5 230 mm

6 277 mm

4-COLOUR ADVERTISEMENT PRICES IN EURO

Frequency	1	2	3	4	5
2/1	8 078	7 675	7 272	6 868	6 465
1/1	4 783	4 544	4 306	4 067	3 828
A4	4 177	3 969	3 761	3 552	3 344
1/2	2 716	2 581	2 446	2 310	2 175
1/3	1 898	1 804	1 711	1 616	1 522
1/4	1 574	1 496	1 418	1 340	1 262

MILLIMETRE RATES

b/w	€ 2.90
4-c	€ 3.30

SUPPLEMENTARY CHARGES

• front page	+15%
• back cover and fixed place	+10%

DISCOUNTS

- ad agency commission 15%
- direct client discount 12%
- frequency discount see above

VAT

vat (24%) not included in prices

CANCELLATIONS

Cancellations are to be made at least one week (front page 5 weeks) prior to the material deadline. Later cancellations will be subject to a full charge of the ad-rate.

COMPLAINTS

Complaints concerning printing quality are to be made no later than 14 days after publication date. Should an advertisement have been left out, published at the wrong time or be proven to have been faulty, the advertisement fee shall be returned in full. No other compensation will be paid.

INVOICING

Terms of payment 14 days net. Late payment interest 18% p.a.

Bank details:

OP-Bank

IBAN FI23 5789 5420 0285 03

SWIFT (BIC) OKOYFIHH

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ENQUIRIES & BOOKINGS

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BANNER RATES

Size:	2 weeks	1 month
350 x 117 px	250 €	400 €
350 x 350 px	500 €	800 €
350 x 700 px	700 €	1100 €
893 x 240 px	1 200 €	1 600 €

Technical data

Resolution	72 dpi
Max size	90 kb
Format	.jpg tai .gif
Color	RGB

URL-address for the link.

Banners with print advertisement get 30% discount.

FACEBOOK 200 €

NEWSLETTER 400 €
440 marks, picture and link to URL-address

Vat (24%) not included in prices.

Send banners to:

leena.aalto@ikkunapaikka.fi

In **www.ikkunapaikka.fi** you reach the professionals working at the tourism industry.

The top visits per day are about 800.
Monthly about 12 000 visits.

The screenshot shows the homepage of Ikkunapaikka.fi. At the top, there is a navigation bar with a search field, a 'Kirjautu' (Login) button, and links for 'Tilaa Ikkunapaikka', 'Mediakortti', and 'In English'. Below the navigation bar is a large hero image of a couple looking out at a cityscape, with the headline 'Viime vuonna Suomessa 23,1 miljoonaa yöpymistä' (Last year in Finland 23.1 million stays) dated 04.02.2020. The main content area is titled 'Uutisia' (News) and features a grid of 12 news items, each with a thumbnail image, a date, and a short headline. The items include: Sveitsin Jungfraun hiihto- ja vaellusalueille entistä nopeammin (04.02.2020), Koronavirus riepottelee matkailua (03.02.2020), Aegean lisää lentoja Helsinkiin (03.02.2020), Finnair Plus yhteistyöhön ePassin kanssa (03.02.2020), Lufthansa Group hiilineutraaliksi (02.02.2020), VR-lasit, tuokut ja äänet - esteetöntä matkustusta (02.02.2020), Voisiko olla onnellisuuden opettaja? (01.02.2020), Tallink luopui Club One -muovikorteista (01.02.2020), Barcelonan kaupungintalo haluaa lopettaa maan lomasillan (01.02.2020), Suomen maailmanperintäkohteet tunnetaan melko hyvin (31.01.2020), Sea Cloud ylitti Atlantin purjella (30.01.2020), Kymmenen vuotta viisumivapaasti Pietariin (30.01.2020). To the right of the news grid is a 'Tilaa uutiskirjeemme' (Subscribe to our newsletter) form with a 'Tilaa uutiskirje' button. Below the news grid is a 'Tulevat matkailualan tapahtumat' (Upcoming tourism industry events) section with a calendar for HELMIKUU, 2020. At the bottom, there is a 'Katsota lisää uutisia' (View more news) button and a 'Uusimmat kohdejutut' (Latest featured stories) section.