

Ikkunapaikka

WINDOW SEAT

WWW.IKKUNAPAIKKA.FI

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

34th year

Media Card 2022

EDITORIAL & ADVERTISEMENTS

Editor-in-Chief

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LAYOUT

Art Director

Juhana Mikkänen

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PRINTING HOUSE

PunaMusta Oy

Kosti Aaltosen tie 9

80140 Joensuu

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
1-2	16 Dec	29 Dec 14 Jan
3	7 Mar	14 Mar 25 Mar
4	16 May	23 May 3 Jun
5	22 Aug	29 Aug 9 Sep
6	24 Oct	31 Oct 11 Nov

TECHNICAL DATA

Trim size	297x420 mm
Print size	297x420 mm
Colors	4/4
Printing process	offset
Paper	UPM Finesse Silk 90 g

AD MATERIALS

leena.aalto@ikkunapaikka.fi



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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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	1200 €	1600 €

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 150 €

NEWSLETTER 250 €
440 marks, picture and link to URL-address

CONTENT MARKETING alk. 350 €

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 icon, a language selector (English), and a logo. Below the navigation bar is a large hero image of a couple looking at a building in the background. A headline reads: "Viime vuonna Suomessa 23,1 miljoonaa yöpymistä". Below the hero image is a grid of news articles, each with a small image and a headline. On the right side, there is a sidebar with a "Tilaa uutiskirjeemme" (Subscribe to our newsletter) form and a "Tilaa uutiskirje" button. Below the grid, there are three large blue boxes with dimensions: "893 x 240 px", "350 x 350 px", and "350 x 117 px". At the bottom right, there is a "Tulevat matkailualan tapahtumat" (Upcoming travel industry events) section with a calendar for HELMIKUU, 2020. At the bottom left, there is a "Uusimmat kohdejutut" (Latest featured stories) section with a "Katsota lisää uutisia" button.