

# Ikkunapaikka

## WINDOW SEAT

WWW.IKKUNAPAIKKA.FI

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

35<sup>th</sup> year

## Media Card 2023

### EDITORIAL & ADVERTISEMENTS

Editor-in-Chief

**Leena Aalto**

Raisiontie 6 D, 00280 Helsinki

Phone +358 40 588 1181

leena.aalto@ikkunapaikka.fi

### LAYOUT

Art Director

**Juhana Mikkänen**

hello@juhanamikkänen.com

### 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	16 Dec	30 Dec	13 Jan
2-3	13 Mar	17 Mar	31 Mar
4	22 May	26 May	9 Jun
5	21 Aug	25 Aug	8 Sep
6	23 Oct	27 Oct	10 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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## Ikkunapaikka.fi

### 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](mailto:leena.aalto@ikkunapaikka.fi)

In [www.ikkunapaikka.fi](http://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 Ikkunapaikka.fi website interface. 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, with a headline: "Viime vuonna Suomessa 23,1 miljoonaa yöpymistä".

Below the hero image, there is a large blue banner with the text "893 x 240 px". To the right of this banner is a "Tilaa uutiskirjeemme" (Subscribe to our newsletter) form with a text input field and a "Tilaa uutiskirje" button.

The main content area is titled "Uutisia" (News) and features a grid of news articles. Each article has a small image, a date, and a headline. The articles include:
 

- 04.02.2020 Sveitsin Jungfraun hiihto- ja vaellusalueelle entistä nopeammin
- 03.02.2020 Koronavirus riepotelee matkailua
- 03.02.2020 Aegean lisää lentotoja Helsinkiin
- 03.02.2020 Finnair Plus yhteistyöhön ePassin kanssa
- 03.02.2020 Lufthansa Group hillineutraaliksi
- 03.02.2020 VR-lasit, tuoksut ja äänet - esteetöntä matkustusta
- 03.02.2020 Voisiko olla onnellisuuden opettaja?
- 01.02.2020 Tallink luopui Club One -muovikortista
- 01.02.2020 Barcelonan kaupungintalo haluaa lopettaa maan lämsäillen
- 31.05.2020 Suomen maailmanperintökohteet tunnetaan melko hyvin
- 30.01.2020 Sea Cloud ylitti Atlantin purjeilla
- 30.01.2020 Kymmenen vuotta viisumivapaasti Pietariin

At the bottom of the news grid, there is a "Katso lisää uutisia" (View more news) button. Below the news grid is a section titled "Uusimmat kohdejutut" (Latest featured stories) with a blue bar.

On the right side of the page, there are three vertical blue banners with the following dimensions:
 

- 893 x 240 px
- 350 x 350 px
- 350 x 117 px
- 350 x 700 px

Below the banners, there is a "Tulevat matkailualan tapahtumat" (Upcoming tourism industry events) section with a calendar for HELMIKUU, 2020. The calendar shows dates from 1 to 31, with the 1st and 2nd highlighted in yellow. Below the calendar is a "Ei tapahtumia" (No events) message.

At the bottom right, there is a "Tilaa Ikkunapaikka" (Subscribe to Ikkunapaikka) button and a small image of the magazine cover.