

Ikkunapaikka

WINDOW SEAT

WWW.IKKUNAPIKKA.FI

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

36th year

Media Card 2024

EDITORIAL & ADVERTISEMENTS

Editor-in-Chief

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LAYOUT

Art Director

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PRINTING HOUSE

PunaMusta Oy

Kosti Aaltosen tie 9

80140 Joensuu

PUBLISHER

Travision Oy

Raisiontie 6 D, 00280 Helsinki

READERSHIP

Ikkunapaikka-Window Seat is the only travel industry magazine in Finland. It reaches the professionals in all sectors of tourism.

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	18 Dec	29 Dec 12 Jan
2-3	11 Mar	15 Mar 28 Mar
4	20 May	24 May 7 Jun
5	19 Aug	23 Aug 6 Sep
6	21 Oct	25 Oct 8 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

AD PRICES IN EURO, VAT 0

Frequency	1	2	3	4	5
2/1	8 090	7 685	7 285	6 880	6 475
1/1	4 795	4 555	4 315	4 080	3 840
A4	4 190	3 980	3 775	3 565	3 355
1/2	2 730	2 590	2 455	2 320	2 185
1/3	1 900	1 815	1 720	1 625	1 535
1/4	1 585	1 500	1 430	1 350	1 275

ASK ALSO ABOUT ADVERTORIALS AND PACKAGES:

For example: 1/4 -page ad, 1/4-page advertorial, inclusion in the newsletter & banner for 1 month – 3 500 euros.

FIXED POSITIONS

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

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 €
About 2100 followers

NEWSLETTER 300 €
440 marks, picture and link to URL-address. Our newsletter has about 3500 subscribers, opening rate 50-60 %.

ADVERTORIAL/CONTENT MARKETING
Ready made material – starting from 400
Material to be produced – starting from 600

EXAMPLE FOR ONLINE PACKAGE
Advertorial, banner for 1 month, inclusion in the newsletter, starting from 990.

ONLINE & PRINT
¼ page ad in print, advertorial online, banner for 1 month and inclusion in the newsletter – starting from 2190.

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 Ikkunapaikka.fi website interface. At the top, there's a navigation bar with search, login, and language options. Below is a large banner featuring a propeller plane with the headline "Valtio tukee jokaista Savonlinnan lennolla matkustavaa 420 eurolla". The main content area is divided into sections: "Uutisia" (News) with a grid of 12 article thumbnails, "Blogit" (Blogs) with 4 article thumbnails, and a sidebar on the right with "Tilaa uutiskirjeemme" (Subscribe to our newsletter), "Tilaa uutiskirje" (Subscribe to newsletter), and "Tulevat matkailualan tapahtumat" (Upcoming travel industry events) with a calendar for March 2023.