

# Ikkunapaikka

## WINDOW SEAT

WWW.IKKUNAPIKKA.FI

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

36<sup>th</sup> year

## Media Card 2024

### EDITORIAL & ADVERTISEMENTS

Editor-in-Chief

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### ADVERTISING

**Milla Himberg**

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### LAYOUT

Art Director

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### PRINTING HOUSE

Printall AS

### PUBLISHER

**Ikkunapaikka Oy**

Sofiankatu 4 C

FI-00170 Helsinki, Finland

VAT number FI34130364

### 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 %
Destination Marketing 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

riikka.krenn@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

**Legend:**

- 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.

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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 €  
About 2100 followers

**NEWSLETTER** 300 €  
440 characters, 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:  
[riikka.krenn@ikkunapaikka.fi](mailto:riikka.krenn@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's a navigation bar with search, language options (Finnish, Swedish, English), and menu items like 'Uutiset', 'Kohdejutut', 'Blogit', 'Uusiin aseimiin', 'Arkisto', and 'Yhteystiedot'. The main banner features a propeller plane with the headline 'Valtio tukee jokaista Savonlinnan lennolla matkustavaa 420 eurolla'. Below the banner is a 'Uutisia' (News) section with a grid of 12 article thumbnails, each with a date and a brief headline. To the right of the news grid is a 'Tilaa uutiskirjeemme' (Subscribe to our newsletter) form with a 'Tilaa uutiskirje' button. Below the form are three blue boxes showing different banner sizes: '350 x 350 px', '350 x 117 px', and '350 x 700 px'. At the bottom right, there's a 'Tulevat matkailualan tapahtumat' (Upcoming travel industry events) section with a calendar for March 2023 and a 'Tilaa Ikkunapaikka' button. At the bottom left, there's a 'Blogit' (Blogs) section with three article thumbnails.