



Finland

Media Information 2013

A key medium and business card for promoting Finnish tourism abroad

LOOK AT FINLAND 2013

NOW ONE ISSUE COVERING ALL YEAR (SUMMER & WINTER)

Note! Will be published in November

An opportunity to reach visitors to Finland already in their home country in their own language!

Look at Finland is an efficient, reliable and elegant medium for promoting tourism to Finland, targeted at visitors arriving from Europe and the rest of the world. Published in four languages, the brochure reaches potential customers in key markets abroad who are interested in travelling to Finland and in Finnish products. Look at Finland presents Finland as an attractive year-round destination and offers valuable travel tips for those visiting Finland, whether in summer or winter.

Four language versions

Each language version of the brochure is an independent publication, which makes it possible to tailor the contents for each language area.

Comprehensive distribution

Look at Finland will be available in early 2013 at all European tourism industry events as well as at trade fairs where Finland has its own stand. In addition, the brochure will be distributed by tour operators and travel agencies throughout Europe and further afield. While the English-language version is primarily distributed in the UK, the USA and India, it serves as a general brochure in other markets.

Customers can order the brochure to be delivered to their home address at www.visitfinland.com and www.finland.com as well as at websites of various tour operators.

Look at Finland 2013 complements the Finland brand with tangible products and services. Ensure that what your business or area has to offer is highly visible in key markets!



AT YOUR SERVICE FOR ADVERTISING

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COMMA
MATKAILUN MENESTYSTEKIJÄ

Print run 160,000 copies

- English 100,000 copies
- German 30,000 copies
- French 15,000 copies
- Italian 15,000 copies

E-versions of all brochures can be browsed on the Web.

Size

A4, 210 mm x 297 mm

Binding

Stapled

Number of pages

44–76

Distribution (hard-copy brochures + e-brochures)

- Brochure order service (www.finland.com and VisitFinland.com)
- Fairs in Finland and abroad
- Travel agencies and tour operators abroad
- Finpro offices
- Finnish embassies and consulates
- Cultural centres in Finland
- Finnish ports
- Finnish airports
- Finnish export promotion campaigns
- Finnish international marketing websites
- Finnish transport operators
- Search engines

Reservations

By September 3, 2012

Deadlines for the submission of material

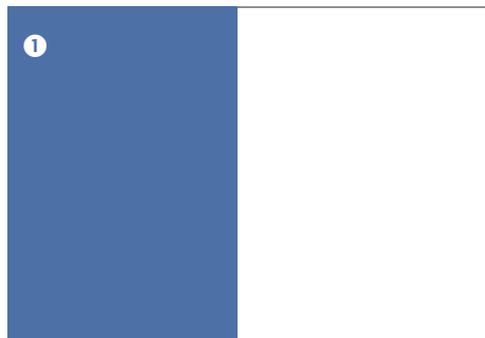
Print-ready advertisements
October 8, 2012

Publication date

October 29, 2012

PRINT-READY ADVERTISEMENTS

The material of fully-prepared advertisement is submitted in PDF format and it should be the same size as the booked space (except for 1/1 page bleed advertisements, to which 5 mm trim allowance must be added). The material should include all texts, images, graphics and fonts of the advertisement, compressed into a single locked file. Print-ready material is published as such without editing.

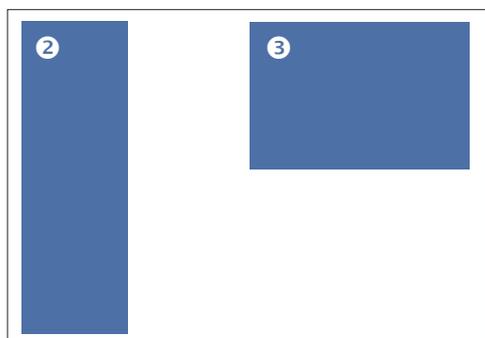


1 1/1 page
210 x 297 mm
€6,200

1 Inside covers
210 x 297 mm
€6,600

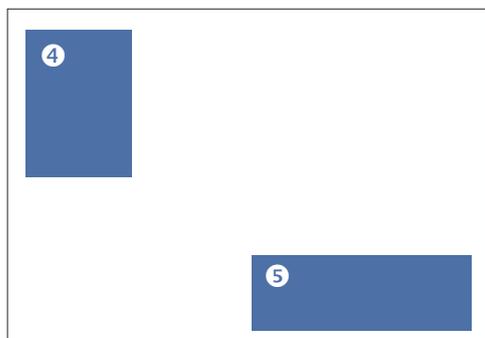
1 Third page
210 x 297 mm
€6,700

1 Back cover
210 x 297 mm
€7,300



2 1/2 page vertical
88 x 263 mm
€3,300

3 1/2 page horizontal
182 x 129 mm
€3,300



4 1/4 page rectangle
88 x 129 mm
€1,800

5 1/4 page horizontal
182 x 62 mm
€1,880

The rates quoted here include an advertisement in all language versions of the brochure.

Inserts by arrangement. Please ask for a quotation.

Value added tax at the prevailing rate will be added to all prices.

Information given here is subject to change.

Reservation fees

A reservation fee of 50% of the total price is charged for the advertisements after the order is made. The publisher regards the reservation for the advertising space as binding when the reservation fee is paid by the due date.

Failure to meet the deadline for the submission of the material

If the agreed deadline for the submission of the material is not met, 5% extra will be charged for the delay.

Inadequate material

5% extra will be charged for handling an inadequate or defective print-ready advertisement.

Deadlines for the submission of material

October 8, 2012

The material should be sent to lookatfinland@maridea.com

Further information

Ylva Mattson
Puh. (018) 525 861
ylva@maridea.com

Instructions for preparing print-ready material

1. No text must be closer than 5 mm from the trim edge.
2. Colour areas running up to the edge of the trim area must have 5 mm bleed.
3. Trim marks must be outside the trimmed page area.
4. All material must be in the CMYK colour space.
5. Image resolution must be 300 dpi.
6. The minimum type size is 6 points, or 8 points in bold for reversed out text.
7. All text and graphics in black must be set to overprint.
8. The minimum line width is 0.25 pt for a positive single-colour line and 1 pt for a line reversed out of a four-color background.
9. When using True Type fonts, the text should be converted into paths.

The PDF version must be 1.3. We recommend Adobe Acrobat Distiller for creating the PDF file.

A print-ready advertisement must be supplied as a PDF file. We do not accept documents created with desktop publishing software.

The supplier of the material is responsible for the ready PDF material meeting the specifications set for the material above.

The media information is also available at www.commagroup.com/mediatiedot

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