

2008 matkalehti

Matkalehti is the leading publication on holiday and business travel. The magazine actively caters for the traveller who wants to find out what is on offer during his or her free-time, and for family holidays and culture. It gives you up to date information on what is new in tourism from the consumer's point of view, through test and comparisons, and reports and information. The magazine also works as an interactive channel between the travel industry and its users.

Its publisher, Polarlehdet Oy, is a diversified company. Besides magazines, it publishes textbooks and literature. It has been publishing "Matkalehti" for 19 years.

PUBLICATION

POLARLEHDET OY

Katajaranta 24, 96400 Rovaniemi
Tel. +358-(0)16-311 611 Fax +358-(0)16-312 845
E-mail: firstname.lastname@matkalehti.fi
Internet: www.matkalehti.fi

Chief editor:
Jorma Aula

Subeditor:
Pia Jokela

ADVERTISEMENT MARKETING

POLARLEHDET OY

Raimo Granberg
Tel +358-(0)16-311 611 Fax +359-(0)16-312 845
Puh +358-(0)9-6933 906 Fax +358(0)9-6933 907
E-mail: firstname.lastname@matkalehti.fi

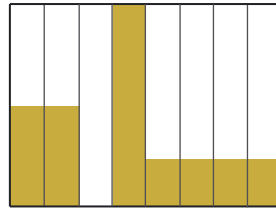
TECHNICAL INFORMATION

Magazine size: A4 (215 x 297 mm)
Printing method: 4-colour offset rotation
Printing surface area: 215 x 297 mm
Number of columns: 4
Column width: 43 mm
Raster density: 54 lines
Material requirements: Material in electronic format, hardcopy by fax or post.
Artprint Oy / Matkalehti
Haukilahdenkatu 4; FIN-00551 Helsinki
Tel 358-(0)207504500 Fax 358-(0)207204555
aineisto@artprint.fi or ftp.artprint.fi
Repro: Freehand, Photoshop, Illustrator, Pagemaker, Corel Draw 8;
E-mail: PDF 1.3 (not exported PDP; first postscript, then PDF created using Distiller)
Applications:

PUBLICATION AND SUBMISSION DATES

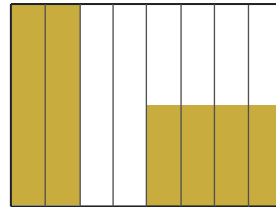
Issue	Publication Date	Material Deadline
1-2/2008	17.1.2008	materials by 7.1.2008
Special Travel Fair and travel test double issue. The best of Finland in 2008.		
3/2008	28.2.2008	materials by 18.2.2008
City-holidays: dining and wine. Finland: Uusimaa and Pirkanmaa.		
4/2008	3.4.2008	materials by 25.3.2008
Holiday living. Eastern Finland. Travelling in Finland Fair.		
5/2008	2.5.2008	materials by 21.4.2008
Boat trips. Culture and art. Winter trips 2008-2009.		
6-7/2008	12.6.2008	materials by 2.6.2008
Double issue. The great summer issue. Beach holidays. Western Finland and Ahvenanmaa.		
8/2008	21.8.2008	materials by 11.8.2008
Autumn holidays in Finland and abroad. Hiking.		
9/2008	18.9.2008	materials by 8.9.2008
Conference and business travel. City holidays. Holiday photo of the year.		
10/2008	23.10.2008	materials by 13.10.2008
Exotic trips. Active snow holidays. Summer trips 2009.		
11/2008	20.11.2008	materials by 10.11.2008
Christmas. Training and jobs in tourism.		

ADVERTISING SIZES AND PRICES



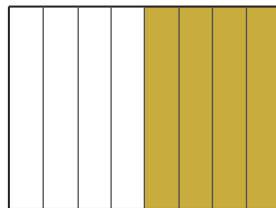
QUARTER PAGE

	EURO
Black and white	880,-
2-coloured	990,-
4-coloured	1150,-
Size:	(portrait) 93 x 130 mm (1 column portrait) 43 x 268 mm (landscape) 190 x 65 mm



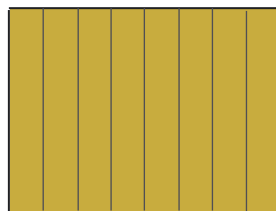
HALF PAGE

	EURO
Black and white	1530,-
2-coloured	1850,-
4-coloured	2070,-
Size:	(portrait) 93 x 268 mm (landscape) 190 x 130 mm



FULL PAGE

	EURO
Black and white	2490,-
2-coloured	2920,-
4-coloured	3290,-
Inside covers	3750,-
Back page	4080,-
Size:	190 x 268 mm Total surface area 215 x 297 mm Back page 25 mm free for post code



FULL SPREAD

	EURO
4-coloured, 1. spread	5960,-
4-coloured, text page	5750,-
Size:	380 x 268 mm Total surface area 430 x 297 mm

Cost of materials for preparation determined according to the work involved in their reproduction. Reproduction charges € 50 per advertisement for materials and repeats arriving in film format. Reproduction processing cost for material arriving electronically € 10 per advertisement. Fixed place advertising 10% of advertisement price on pages 3,5, 2-3, or 4-5. Invoicing charge € 6. The current rate of VAT will be added to the price of advertisement and to technical charges.

TOURIST SERVICES MODUL (size 60 x 45)

	EURO
Black and white	138,- (1144,-)
2-coloured	145,- (1197,-)
4-coloured	159,- (1317,-)
Annual rate quoted in brackets (11 issues).	

Discounts: from authorized advertising agencies -15%. Repeat and annual discounts by agreement only. Discounts cannot be combined.

TERMS

The customer is responsible for any materials sent for publication to the magazine. The material may not infringe copyright and must be in accordance with all laws and regulations. Terms on payment are 14 days net; interest on arrears is 10%. Cancellations must be made in writing at least ten days before the closing date for submissions otherwise the full advertising fee will be charged.

CLAIMS

Claims for printing errors in advertisements must be made in writing within 10 days of publication. The responsibility of the magazine is limited to the maximum fee for the advertisement. The Joint Advertising Council's publication, "The Publication Regulations for Advertisements", the Association of Finnish Advertisers, the Finnish Association of Advertising Agencies and the Finnish Periodical Publisher's Association all recommend standardized practises for such claims.