

LIINJA

MEDIA INFORMATION
2023

FOR THE BEST TRAFFIC SERVICES - SINCE 1928



LIINJA -MAGAZINE is the most widely read professional traffic services magazine in Finland, targeted at bus operators, traffic politicians decision-makers, stakeholders in the field, and enthusiasts.



THE MAGAZINE follows the transport policy and the development of public transport by writing news and articles. The topics are also bus travel, road safety, training, well-being at work, marketing and presentations from industry and professionals. Industry service and product innovations, buses and their test runs are featured in magazine numbers.

Issue publication date

- | | | |
|---|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | 10.3. | Parliamentary elections 2023 - what are the prospects? Urban and local transport, spring and summer. Environmental responsibility here and in the EU. |
| 2 | 2.6. | BUS 2023 – fair and exhibition guide. New winds: future transport and innovations – large and small phenomena. Bus lines: tourism and charter traffic. |
| 3 | 22.9. | Finnish Bus and Coach Association Assembly and the BUS 2023 Fair. The government legislative programme and the grey economy in transport. Corporate marketing, communications and brand management. |
| 4 | 8.12. | Bus sector employees, a key resource. Helping drivers cope, physically and mentally – health and welfare. Road safety - equipment and skills – parts and accessories. |

THE STANDARD PRINT IS

7 000 pcs.

THE LINJA MAGAZINE REACHES

23 600 readers.



CIRCULATION

The standard print is 7,000 pcs. According to the reader's survey, the magazine reaches 23,600 readers.

SCHEDULE

Issue	Booking	Material	Publ. date
1	Fri 10.2.	Fri 17.2.	Fri 10.3.
2	Fri 5.5.	Fri 12.5.	Fri 2.6.
3	Fri 25.8.	Fri 1.9.	Fri 22.9.
4	Fri 3.11.	Fri 10.11.	Fri 8.12.

Changes or cancellations must be made before **the last day of booking**. Complaints must be received within 15 days of the publication date.

Prices

4-color AD sizes and prices

Size	L mm x H mm	Prize
2/1	400 x 280 *)	4970 €
1/1 back cover	200 x 250 *)	3390 €
1/1	200 x 280 *)	3110 €
1/2 horiz.	200 x 140 *)	1850 €
1/2 vertical	100 x 280 *)	1850 €
1/3 vertical	65 x 280 *)	1550 €

*) + 3 mm trim marks

COLUMN AD:s

Size	L mm x H mm	Prize
1/4 vertical	82 x 120	1130 €
1/4 horiz.	165 x 57	1130 €
1/8	82 x 62	720 €
1/8 vertical	42 x 124	720 €

BUS SERVICES COLUMN

Size L mm x H mm	Prize	price / per year
Module 1 (55 x 35 mm)	200 €	700 €
Module 2 (55 x 75 mm)	330 €	1100 €

The current VAT is added to the prices.
Prices are based on digital ready-to-use prices. The modification of the material will be charged separately from the notifier.

Complaints in writing within 15 days of publication date.

SALES OF ADVERTISEMENTS

Saarsalo Oy

<http://www.saarsalo.fi>
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33960 Pirkkala

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MATERIAL

MATERIAL REQUIREMENTS material must be sent to:
<https://omailmoitukset.otavamedia.fi/uploadservice/>
or by email: oma.ilmoitukset@otavamedia.fi

The name and the number of the journal must always be marked with the message.

MATERIAL REQUIREMENTS The primary data format is a high quality PDF. Images are saved in eps or tiff format in cmyk format. Resolutions: 4-color images and BW images recommended 300 dpi, line-ups 800 dpi.

CONTACT

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