

# LIINJA

MEDIA INFORMATION  
2024

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 11.3. Upcoming EP elections: legislation and the bus sector. Tourist traffic, travel comfort, rest places for drivers and passengers too.
- 2 7.6. BUS 2024 Fair and exhibition guide. A longer fair by popular demand. Old and new rolling stock, services and products.
- 3 1.11. Fix the roads! Infrastructure impacts on mobility and safety. Route conditions, highway maintenance and driving skills.

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	Wed 14.2.	Wed 21.2.	Fri 15.3.
2	Mon 13.5	Mon 20.5.	Fri 7.6.
3	Tue 1.10.	Tue 8.10.	Fri 1.11.

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>  
Myllyhaantie 6 C  
33960 Pirkkala

### Contact person

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[roni.hurskainen@saarsalo.fi](mailto:roni.hurskainen@saarsalo.fi)

## MATERIAL

MATERIAL REQUIREMENTS material must be sent to:  
<https://oma.ilmoitukset.otavamedia.fi/uploadservice/>  
or by email: [oma.ilmoitukset@otavamedia.fi](mailto: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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### Publisher: Bussialan Kehittämispalvelut Oy

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## PRODUCTION

### Otavamedia Oy

<https://yrityksille.otavamedia.fi/en/>

## Printing house

### PunaMusta Oy

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**LINJA-AUTOLIITTO**