

# LINJA

MEDIA INFORMATION  
2025

FOR THE BEST TRAFFIC SERVICES - SINCE 1928



**LINJA -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

- 14.3. County and municipal elections - what to expect? Survey for citizens: Let's take the bus! Responsibility and traffic safety.
- 6.6. BUS 2025 expo in Jyväskylä - exhibition and exhibition guide. Equipment, services and products. Urban traffic and local transportation.
- 31.10. Tourism and charter transport - theme journeys and group travels. Bus industry entrepreneurship and personnel.

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 12.2.	Wed 19.2.	Fri 14.3.
2	Wed 30.4.	Fri 9.5.	Fri 6.6.
3	Mon 29.9.	Mon 6.10.	Fri 31.10.

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

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### MATERIAL

MATERIAL REQUIREMENTS material must be sent to:  
<https://omailmoitukset.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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### PRODUCTION

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

### Printing house

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