


Blue 

Media Guide 2012

Dream

A STAR ALLIANCE MEMBER 

**Reach
people
on their
way**

**Inflight &
Ambient**





Blue1 Dream & Ambient



Blue1 Dream is a lifestyle magazine devoted to life and dreams and produced especially for Blue1 passengers. The high-quality, international in-flight magazine features fascinating stories of people, experiences and events as well as topical information for travellers to Finland and international destinations. The English and Finnish language magazine is delivered to passengers for their enjoyment during the flight and they can take it with them to their own homes or hotels.

Blue1 Ambient media is a unique way to reach active consumers on Blue1 flights. In this environment your advertising will not go unnoticed; it is visible throughout the flight. More than 140,000 passengers fly with Blue1 every month. Blue1 Ambient is an efficient channel for brand advertising and an opportunity to offer experiences for pace-setting consumers.

Publication and material schedule 2012			
Number	Order	Materials	Date of publication
1/11	03.01.	13.01.	31.01.
2/11	14.02.	24.02.	12.03.
3/11	10.04.	19.04.	07.05.
4/11	05.06.	14.06.	02.07.
5/11	07.08.	17.08.	03.09.
6/11	09.10.	19.10.	05.11.

Advertising rates		
Size	4-colour	
2/1	440 x 290 mm + cutting tolerance	11,000 €
1/1	220 x 290 mm + cutting tolerance	6,500 €
1/2	175 x 120 mm or 83 x 253 mm	4,000 €
1/4	83 x 120 mm or 175 x 60 mm	2,500 €
2./3. cover		8,000 €
Back cover		9,000 €

Prices exclude VAT. Ask about the rates for supplements, classified, multi-page and other special advertisements.

Product	Visibility	Average number of passengers	Seats	Size	Price	Price per contact
Blue1 Seat Pocket	1 month	142,000	1,035	220 x 290 mm	from 6,240 €	0.04 €
Blue1 Seat Table	1 month	142,000	1,035	200 x 100 mm	11,760 €	0.08 €
Blue1 Product sample	1 month	142,000	1,035	product specific	product specific	product specific
Blue1 Dream	2 months	284,000	1,035	220 x 290 mm	6,500 €	0.02€

Order and material schedule			
Order: a month in advance	Materials: 3 weeks in advance	Products subject to Blue1's approval	Prices exclude VAT

PUBLISHER
Blue1, P.O. Box 168, FI-01531 Vantaa, Finland
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DISTRIBUTION
The magazine is published six times a year and delivered in the aircraft seat pockets to all Blue1 passengers throughout the issue period. Approximately 2.1 million passengers travel on Blue1's flights annually, so each issue of the magazine reaches a large number of readers over the issue period.

MATERIAL REQUIREMENTS
Final materials are delivered in PDF format, format cmyk and resolution 300 dpi, to www.astehelsinki.fi/ilmoitukset

TECHNICAL SPECIFICATIONS
Circulation ca. 10,000 copies
Publication size 220 x 290 mm
Printing method Offset
Screen ruling 60 l/cm
Binding Adhesive binding
Paper Cover: Gallery Art 250 g
Inside: Novapress Silk 80 g
Printer PunaMusta Oy, Joensuu

ADVERTISING SALES AND ORDERS
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Materials: www.astehelsinki.fi/ilmoitukset

PAYMENT TERMS AND CANCELLATIONS
Cancellations must be made in writing to Alma 360 no later than seven (7) business days before the deadline for the materials. The full advertisement rate will be charged for cancellations received after the deadline. The magazine reserves the right to refuse to publish an advertisement it considers unsuitable.

COMPLAINTS
Any claims must be made in writing to Alma 360 within 14 days of the advertisement's publication date.

LIABILITY FOR ERRORS
The publisher assumes no responsibility for any advertising claims. The publisher assumes no liability for possible damages caused if the advertisement could not be published for production or other reasons. The liability of the magazine for any errors is limited to the cost of the advertisement.



CAPTIVATING STORIES OF LIFE AND DREAMS ON EVERY BLUE1 FLIGHT

- **Wanted.** More than 84% of passengers read or browse through Blue1 Dream during their flight.
- **Read.** On average, passengers spend 23 minutes reading Blue1 Dream.
- **Appreciated.** 85% of passengers find the articles in Blue1 Dream interesting, well-informed and of high quality.
- **Tempting.** 86% of passengers consider Blue1 Dream's visual style tempting.
- **Long-lasting.** Each issue of Blue1 Dream is delivered in the aircraft seat pockets for about two months.

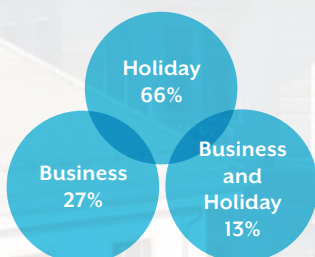
(Market research company Taloustutkimus 5/2011)

Blue1

Passenger profiles

Source: Blue1 Dream reader poll, Taloustutkimus Oy 2011

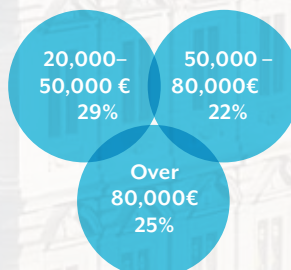
Travel purpose



Passenger profile

60% of passengers are in a managing or expert position.

Household income



Age

0–19 Y. 4%

20–45 Y. 65%

45–65 Y. 27%

66– Y. 3%