

LINJA

FOR THE BEST TRAFFIC SERVICES - SINCE 1928

MEDIA INFORMATION 2026

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.

*Congratulate
Linja on
its anniversary!*



IN 2026, LINJA MAGAZINE will continue to be a multichannel publication, just like the previous year. The printed magazine will also be available in digital format. The website will complement the magazine's news coverage.

The 2026 content will include current topics in the bus transport sector, interviews with entrepreneurs and experts, as well as theme articles. The magazine will follow transport policy and developments in public transport, and will also cover topics such as bus tourism, traffic safety, and bus equipment.

ISSUE PUBLICATION DATE

- 1 13 March Entrepreneurship, security of supply, mobility, and responsibility in the future.
- 2 5 June BUS 2026 fair and fair guide. New and old: equipment, services, and products.
- 3 30 October ANNIVERSARY | Insights from the fair and the association meeting. Traffic safety, infrastructure, and road maintenance.

THE STANDARD PRINT IS

7000 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 | Thu 12.2. | Thu 19.2. | Fri 13.3. |
| 2 | Thu 30.4. | Fri 8.5. | Fri 5.6. |
| 3 | Tue 29.9. | Tue 6.10. | Fri 30.10. |

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 | W mm x H mm | Price |
|----------------|--------------|--------|
| 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 ADS

| Size | W mm x H mm | Price |
|--------------|-------------|--------|
| 1/4 vertical | 82 x 120 | 1130 € |
| 1/4 horiz | 165 x 57 | 1130 € |
| 1/8 horiz | 82 x 62 | 720 € |
| 1/8 vertical | 42 x 124 | 720 € |

BUS SERVICES COLUMNS

| Koko W mm x H mm | Price | Price/per year |
|-----------------------|-------|----------------|
| Module 1 (55 x 35 mm) | 200 € | 700 € |
| Module 2 (55 x 75 mm) | 330 € | 1100 € |

CONGRATULATORY ADS

| Size | W mm x H mm | Price |
|--------------|-------------|-------|
| 1/4 vertical | 82 x 120 | 600 € |
| 1/4 horiz | 165 x 57 | 600 € |
| 1/8 horiz | 82 x 62 | 400 € |
| 1/8 vertical | 42 x 124 | 400 € |



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

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|---|--|
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MATERIAL

MATERIAL REQUIREMENTS material must be sent by email: petra.antila@seitsemastaivas.fi and linja.ilmoitukset@gmail.com

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.

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