



## Advertising in

# baltic outlook

## The English-language in-flight magazine of the airBaltic airline

- is published once a month
- the average readership of one issue is about **200 000**
- is read in direct airBaltic flights from Riga to 59 cities
- its basic audience is Latvian and foreign business people

## Advertising rates

<b>AA</b> 420 x 280 (430 x 290)	<b>A</b> 210 x 280 (220 x 290)	<b>B</b> 90 x 260	<b>C</b> 185 x 125	<b>D</b> 90 x 125	<b>E</b> 185 x 60	<b>F</b> 60 x 100
EUR 2855	EUR 1570	EUR 1070	EUR 1000	EUR 650	EUR 570	EUR 285

Second cover EUR 2285 • third cover EUR 2285 • fourth cover EUR 2450 • All prices in Euro, VAT not included.

### Special conditions

#### 25% commission for advertisement placement:

- with fixed positioning,
- separately (not as part of advertisement block),
- on the right side.

### Discount calculation

Advertiser has the right to choose volume or repetition discount. Discount is given based on the total amount of advertisements placed in the BALTIC Outlook and Rīgas Laiks magazines.

### Volume discount

In excess of	
EUR 3600	– 5%
EUR 5700	– 10%
EUR 7850	– 15%
EUR 10000	– 20%
EUR 12100	– 25%
EUR 14250	– 30%

### Repetition discount

2 x	6%	14 x	24%
4 x	9%	16 x	27%
6 x	12%	18 x	30%
8 x	15%		
10 x	18%		
12 x	21%		

## Submission of advertising materials

- Ad space should be ordered by 5th date of month prior to the publication date. Print-ready advertisement should be provided by 10th date of the month prior to the publication date.
- Print-ready advertisements are accepted in MacOS environment in the following formats: Adobe Illustrator (.eps) files with curved texts or Adobe Photoshop (.tif) files in CMYK with 300 dpi resolution.
- A sample preview file in .jpg or .pdf format must be provided with the print-ready advertisement!

## Contacts

FTP: 195.122.11.226  
 username: rigaslaiks  
 passw: upload  
 phone: 67287922  
 e-mail: reklama@rigaslaiks.lv