



# BLUE WINGS

*Trends, experiences  
and global insights  
for the curious  
traveller.*

10 issues per year

Finnair's inflight magazine *Blue Wings* is an insightful lifestyle publication for the curious and internationally minded air passenger that covers topics from food and trends in technology to urban transformation, spending time in nature, and keys to living a good life.

Published 10 times a year in English, *Blue Wings* reaches 800,000 travellers per month who spend an average reading time of 23 minutes on each issue.

## Schedule 2019

Issue	Pub. date	Booking	Ad deadline	Themes
1	28.12. 2018	3.12. 2018	10.12. 2018	Pause
2	1.2. 2019	9.1. 2019	16.1. 2019	Energise
3	1.3.	6.2.	13.2.	Respect
4	29.3.	6.3.	13.3.	Lush
5	26.4.	2.4.	9.4.	Superpower
6	28.6.	4.6.	11.6.	Feast
7	30.8.	7.8.	14.8.	Wonder
8	27.9.	4.9.	11.9.	Attitude
9	1.11.	9.10.	16.10.	Play
10	29.11.	6.11.	13.11.	Hideaway

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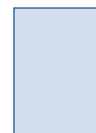
## FOKUS MEDIA

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## Advertising sizes



Spread  
430 x 285 mm



1/1 page  
215 x 285 mm



1/2 horizontal  
215 x 140 mm



1/2 vertical  
102 x 285 mm



1/4 vertical  
50 x 285 mm



1/4 horizontal  
215 x 70 mm



1/4 corner  
102 x 140 mm

Please note! 5 mm bleed will be added.

## Rates 1.1.2019

Size	FC/€
2/1	15,300
1st spread	17,600
1/1 page	8,700
2nd / 3rd cover	9,570
Back cover	10,180
1/2 page	5,700
1/4 page	4,000

Fixed position +10 %

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1/4	45 x 247 mm	2,900
1/4	189 x 59 mm	2,900
1/4	93 x 122 mm	2,900
1/8	45 x 122 mm	1,470
1/8	93 x 59 mm	1,470
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1/16	93 x 28 mm	740

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