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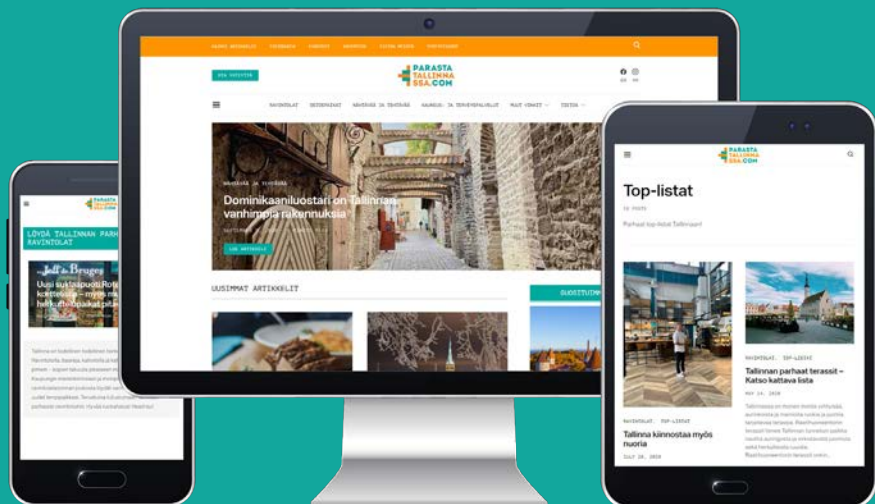
**PARASTA
TALLINNA
SSA.COM**

Media Card 2021

Online Media Social Media Guide Book



Our typical reader is a 25-44 year old woman interested in travel, shopping and new experiences.



PARASTATALLINNASSA.COM

Popular Travel Media
reaching up to

120.000

Finns interested in exploring Tallinn
per month!



ONLINE MEDIA 50.000 VISITORS PER MONTH



SOCIAL MEDIA 60.000 REACTIONS PER MONTH



PRINTED TRAVEL GUIDE 30.000 COPIES PER SEASON



78,5% WOMEN



21,5% MEN



18-24 (6%)

25-34 (23%)

35-44 (36%)

45-54 (20%)

65+ (15%)



HELSINKI AREA, TAMPERE, TURKU, OULU, JYVÄSKYLÄ, LAHTI, KUOPIO, PORI

Our readers are interested in...

Traveling in Europe, Cooking and Restaurants, Entertainment,
Shopping, Health and Beauty, Lifestyle and Pets.

We also do Social Media Campaigns!

**PARASTA
TALLINNA
SSA.COM**

HOT!



Content Marketing

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract a clearly defined audience -and, ultimately, to drive profitable customer action.

Content Marketing allows your brand, company or service to be part of our editorial content. Our experienced team of writers and social media experts will plan and execute engaging content to our website and social media channels. Content Marketing is used by leading brands and it is perfect for long term brand building as well as inform your audience about specific topics.

Our Content Marketing campaigns include posts in social media channels 4 times a year. On top of organic reach we broaden the visibility with targeted advertising options in social media outside of our own followers.

Parasta Tallinnassa Content Marketing Campaign

- Reporter visit, photographing and content creation
- Links you your website, contact information, map and hashtags
- 4 x activating the target group with social media posts

Parasta Tallinnassa Social Media Campaign

- Reporter visit, photographing and creating the post and stories
- Facebook and Instagram posts with your hashtags and tags

Banners

Reach your audience with a fixed monthly fee while they are spending time with engaging content and looking for information for their upcoming trip.

Modern banner solutions are placed in various places on our site. We run all the banners in rotation across the site.

CLICK HERE

A woman with dark, curly hair, wearing a bright yellow sweater, is smiling and pointing her right hand upwards. Behind her is a large, stylized orange arrow pointing to the right. Overlaid on the arrow is a yellow banner with the text 'CLICK HERE' in bold black letters. A white hand cursor icon is pointing at the end of the banner, with small radiating lines indicating a click.

Parasta Tallinnassa Banner Campaign (1 month)

- Reach your audience with eye catching banner
- Reach up to 50. 000 views to your ad
- If needed, we can also create banners to you

Sponsored Competition

Make your brand stand out with fun and playful competition by offering a chance to win Tallinn -related prizes. For example cruise tickets, weekend getaway or dinner in a restaurant.

We will create, build landing pages and publish the competition or straw in our site and also advertise it in our social media channels. Price for the Competition Campaign varies according to the value of the price and other related costs.



Parasta Tallinnassa Sponsored Competition

- Well planned competition spreads and reaches a vast audience in social media making your brand stand out in a positive way.

Influencer Campaigns

We will connect your brand, company or service with relevant influencers by inviting Finnish or international Social Media Star to engage with your audience.

Influencers will share his or her experiences to the followers. Content will also be shared in Parasta Tallinnassa channels. Influencer Marketing Campaigns are priced according to fees, travel- and other costs.



SUPER!

Parasta Tallinnassa Influencer Marketing Campaign

- Influencer Marketing is a personal and effective way to reach customers in a truly interactive way.

Printed Guide Book

Make sure your brand, company or service is part of our printed Guide Book.

Every season we print out 30. 000 copies of Tallinn Guide Book, which will be handed over to Finnish travellers in close proximity of Tallinn harbour and selected places around the town.

Guide Book is stylish, informative and compact in size. Our readers find Guide Book valuable and they like to take it home to wait for the future trips.



Coming 2021



Virolaista ruokaa kahdella eri tyylillä – koe molemmat!

Vaikka Tallinnassa on monen monta eri tyylistä ja makuista ravintolaa, alkuperältään virolaista ruokaa tarjoilevia paikkoja ei löydy kovin montaa. Virolaiset raaka-aineet ovat puhtaita ja laadukkaita, joten makumatka virolaiseen keittiöön palkitsee.

Modernia virolaista ruokaa eurooppalaisella twistillä tarjoileva **Stenus** sekä perinteistä virolaista kotiruokaa tarjoileva **Kuldse Notsu Kõrts** eli **Golden Piglet Inn** tarjoavat mainion läpileikkauksen virolaiseen ruokaan. Ravintoloita yhdistävät virolaista alkuperää olevat raaka-aineet sekä se, että ne molemmat ovat **Schlössle Hotel Groupiin** kuuluvien hotellien ravintoloita. Mikäli haluat sukeltaa syvälle virolaiseen ruokakulttuuriin, kannattaa käydä kokemassa ravintoloiden tarjoamat hyvin erilaiset, mutta herkulliset elämykset.

**MAKE SURE YOUR BRAND IS PART OF OUR
VISUALLY PLEASING GUIDE BOOK!**



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Stenhusin sisäpihalla on satumaisen kaunis puutarhaterassi.



Ruokaa maailman parhaimpiin kuuluvan hotellin ravintolasta

Vanhan kaupungin rauhallisella Pühavaimu -kadulla sijaitsevaan ravintola **Stenhusiin** ei vahingossa eksy. Kadulla liehuvat liput ja kauniisti asetellut kasvit koristavat sisäänkäyntiä, joka on juuri niin arvokkaan diskreetti, kuin viiden tähden hotellilta voi odottaa. Näiden ovien takaa löytyy myös Stenhus, joka on maailman arvostetuimpien luksushotellien, **The Leading Hotels of the World** -listallakin olevan Schlössle Hotellin ravintola.



Golden Piglet - näkymä perinteiseen virolaiseen ruokapöytään

Perinteistä virolaista kotiruokaa tarjoileva **Golden Piglet Inn** sijaitsee myös Tallinnan kauniissa vanhassa kaupungissa, vain kivenheiton päässä vilkkaalta Raatihuoneentorilta. Se on kaupungin vanhimman hotellin, St. Petersburgin ravintola, joka kuuluu niin ikään Schlössle Hotel Groupiin. Tämä vanhan kaupungin paraatipaikalla sijaitseva ravintola keskittyy taas hyvin perinteiseen virolaiseen kotiruokaan.



SALES

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