

HOLIDAY CLUB



MEDIA CARD
2021

MEDIA  **TEKO**



Holiday Club

Six unique Holiday Club Resorts are located around Finland which give effective way to reach families with children, business clients and affluent couples. Versatile media solutions offer possibility affect consumers from the beginning of their holiday and continue it with digital exposure and also with product distribution and promotion.

Reach the vacationers in spa resorts along their hole vacation through different encounter places. Reach your optimal audience in leisure destinations using all year round marketing or selected tactical campaign weeks for example the launching of product.

Holiday *Club*

6 pcs. unique spa resorts:

Holiday Club Caribia
Holiday Club Saimaa
Holiday Club Tampere Spa
Holiday Club Katinkulta
Holiday Club Kuusamon Tropiikki
Holiday Club Saariselkä

- » Digital mega screens in the Resorts entranceway
- » Digital screens at the reception and close to the restaurants and other central places
- » Banner visibility at the Holidayclub.fi web page and newsletter
 - » Product distribution to the rooms and Villa apartments
 - » Promotion and other special solutions



Media prices

All resorts

Media tools		2 weeks	4 weeks
Holiday Club Digital 44 screens	10 s spot	14 550	22 500
Holiday Club web page	Panoraama		
Holiday Club Email (Newsletter to customers and share holders)	156 000 pcs. distribution		
Product distribution	20 000 kpl		

Media tools		2 weeks	4 weeks
Holiday Club Digital	10 s spot	10 470	17 550
Holiday Club web page	Panoraama		

The longer campaigns (over 4 weeks) are priced separately.
Attaching and maintenance 300e / post.

Holiday Club Digital (10s spot, 180s loop)

1 week	2 weeks	3 weeks	1 month	2 months	3 months	4 months	6 months	12 months
4 400	7 520	11 000	13 200	19 800	24 555	27 720	35 200	59 840

6 resorts: 6 outside screens, 38 inside screens

OTC / week / all resorts: 223 960

Spot multiplier:

15s = 1,3

20s = 1,5

High season multiplier = 1,2

High season weeks: 23-34, 51-1 and 8-16

Attaching and maintenance 150e in single campaigns and 190e in multi-campaigns / post.



Media prices

Holiday Club web page

Advertising place	Ad size	2 weeks	4 weeks	6 weeks	8 weeks
Panoraama (desktop and mobile)	980 x 400 px 300 x 250px	3 500	6 300	9 000	11 400

The longer campaigns (over 8 weeks) are priced separately.

Attaching and maintenance 150e in single campaigns and 190e in multi-campaigns / post.

Holiday Club Emails

Advertising place	Ad size	Distribution	Price / Email
Villas- and week-share holders	600 x 600 px	41 000 recipients	1 065
Holiday Club customer newsletter	600 x 600 px	115 000 recipients	1 800

Villas- and week- share holders, distribution first Tuesday every month.

Holiday Club customer newsletter Lomapostia, distribution first Thursday every month.

Material attaching and maintenance for the newsletter 150e in single campaign and 190e in multi-campaigns / post.

Holiday Club product distribution

Distribution amount	Price / product
5 000 - 15 000 pcs.	24 cent
15 000 - 20 000 pcs.	22 cent
25 000 - 35 000 pcs.	20 cent
35 000 - 40 000 pcs.	18 cent
40 000 - 50 000 pcs.	15 cent

6 Holiday Club resorts; 872 pcs. hotelrooms and 1337 kpl Villas- and holiday apartments. Possible delivery and mailing expences are not included.



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