



CONTACT CALCULATION MODEL FINLAND

	Vertikal	Large Format	Flow	Share in zone of		Share who observers		Dwell time	Loop	Relation	Gross contacts	CPC	Spot	Gross rate
			Week	%	Number	%	Number	In zone of visibility	Minutes	Relation	Number	€/contact	Index	Per week
MALLS														
Jyväskylä Seppä indoor	8	3	58 000	80%	46 400	58%	26 912	5	1	5,0	134 560	0,0051	1,0	690
Oulu Ideapark indoor	26	0	77 000	80%	61 600	58%	35 728	5	1	5,0	178 640	0,0051	1,0	910
Kotka Pasaati indoor	12	1	71 500	80%	57 200	58%	33 176	5	1	5,0	165 880	0,0051	1,0	850
Helsinki Redi indoor	18	4	230 769	80%	184 615	58%	107 077	5	1	5,0	535 385	0,0051	1,0	2 730
Helsinki Redi outdoor	8	5	395 000	80%	316 000	58%	183 280	2	1	2,0	366 560	0,0051	1,0	1 870
Helsinki Kluuvi indoor	6	0	80 769	80%	64 615	58%	37 477	5	1	5,0	187 385	0,0051	1,0	960
Helsinki Kluuvi outdoor		1	122 500	80%	98 000	58%	56 840	2	1	2,0	113 680	0,0051	1,0	580
Helsinki Saari indoor	5		38 462	80%	30 769	58%	17 846	5	1	5,0	89 231	0,0051	1,0	460
Martinlaakso indoor	4		48 077	80%	38 462	58%	22 308	5	1	5,0	111 538	0,0051	1,0	570
Grani	4		38 462	80%	30 769	58%	17 846	5	1	5,0	89 231	0,0051	1,0	460
Niitty	6		46 154	80%	36 923	58%	21 415	5	1	5,0	107 077	0,0051	1,0	550
Malmin Nova	7		119 231	80%	95 385	58%	55 323	5	1	5,0	276 615	0,0051	1,0	1 410
Entresse indoor	8		67 308	80%	53 846	58%	31 231	5	1	5,0	156 154	0,0051	1,0	800

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Revontuli	8		57 000	80%	45 600	58%	26 448	5	1	5,0	132 240	0,0051	1,0	790
Galleria	4		28 800	80%	23 040	58%	13 363	5	1	5,0	66 816	0,0051	1,0	400
Lanterna	3		21 000	80%	16 800	58%	9 744	5	1	5,0	48 720	0,0051	1,0	290
Tullintori	10		50 000	80%	40 000	58%	23 200	5	1	5,0	116 000	0,0051	1,0	700
Kolmikulma	1		36 500	80%	29 200	58%	16 936	5	1	5,0	84 680	0,0051	1,0	510
Chydenia	4		40 000	80%	32 000	58%	18 560	5	1	5,0	92 800	0,0051	1,0	560
Aapeli	2		21 000	80%	16 800	58%	9 744	5	1	5,0	48 720	0,0051	1,0	290
Metropol	2		25 000	80%	20 000	58%	11 600	5	1	5,0	58 000	0,0051	1,0	350
Manski	2		19 000	80%	15 200	58%	8 816	5	1	5,0	44 080	0,0051	1,0	260
Kirkkokatu	2			80%	-	58%	-	5	1	5,0	-	0,0051	1,0	460

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