



Portail

ONLINE PORTAL WITH AN OFFLINE ATTITUDE

Roberta Einer saatesarjas
“Fotografiska jutud”

EESTI DISAIN

VIDEO

16. jaanuar

Väärt lugemist



FASHION · BEAUTY · DESIGN · CULTURE · LIFESTYLE

MEDIA KIT
2026

WHAT IS PORTAIL?

Portail is an independent Estonian online magazine exploring fashion, design, beauty and culture through a distinctly curated lens.

Founded in 2016, Portail brings together local creative voices and an international outlook, with a particular affinity for Nordic fashion, design and lifestyle.

We cover the people, ideas and objects worth paying attention to – from emerging Estonian talent to established international names, new collections and cultural phenomena.

With an online presence and an offline attitude, Portail believes in considered storytelling, strong visual identities and content worth spending time with.



ALJONA EESMAA
FOUNDER AND EDITOR-IN-CHIEF



YOUR BRAND, OUR AUDIENCE

Portail reaches a predominantly female, urban and design-conscious audience interested in fashion, beauty, interiors, culture, travel and considered lifestyle choices.

MONTHLY READERS: 12,000+

DAILY UNIQUE VISITORS: ~1,000

91% WOMEN

CORE AGE GROUP: 35–54

FACEBOOK COMMUNITY: 3,500+

INSTAGRAM COMMUNITY: 2,200+

CORE MARKET: TALLINN / ESTONIA





BRAND PARTNERSHIPS

Portail works with selected brands whose products, ideas and values are relevant to our audience.

Rather than simply placing a message in front of the reader, we look for the story within the brand – and tell it in a way that feels natural within Portail.

Partnerships can range from straightforward sponsored articles to original interviews, photography, video and multi-channel editorial campaigns.



EDITORIAL
INTERVIEWS
PHOTOGRAPHY
VIDEO
SOCIAL MEDIA
BRAND VISITS
EDITORIAL SERIES
TAILOR-MADE CAMPAIGNS

All commercial collaborations are subject to editorial approval.



SELECTED COLLABORATIONS

A selection of brands Portail has worked with through editorial partnerships and branded content.

KAUBAMAJA

VIRU KESKUS

STOCKMANN

SOLARIS

ROTERMANN

H&M

GOLDTIME

HERMÈS

SENSAI

MAX MARA

HUAWEI

TALLINN DESIGN FESTIVAL

FOTOGRAFISKA TALLINN

LASPA

...





Zadig&Voltaire



Rotermann



VEJA

ZELENS

BRANDED CONTENT



LARTUSI
KODU / SISUSTUS



PRICING

Portail creates carefully curated branded content tailored to both the brand and the Portail audience.

TAILOR-MADE EDITORIAL — FROM €550

Original article created by Portail, including a brand visit, interview and/or product experience, photography and editing, writing and publication on Portail.ee.

EDITORIAL — €350

Article written and edited by Portail using brand-provided materials and imagery, and published on Portail.ee.

SPONSORED ARTICLE PLACEMENT — €250

Publication of a ready-made article supplied by the brand, subject to Portail's editorial approval.

BANNER ADVERTISING — FROM €50/DAY

Static banner placement across Portail.ee.

VAT will be added to all prices.



PRICING

Portail creates carefully curated branded content tailored to both the brand and the Portail audience.

REVIEW — FROM €550

An editorial review based on first-hand experience of a product, service, destination or event, including original photography, writing and publication on Portail.ee.

SOCIAL MEDIA ACTIVATION – FROM €350

Social-first collaborations, campaign support and selected giveaways.

DINNER WITH PORTAIL — FROM €750

An intimate brand dinner hosted by Portail, bringing together a carefully curated group of guests in a setting created around the brand and its story.

CUSTOM PARTNERSHIPS

Editorial series, seasonal partnerships, events and longer-term brand collaborations are priced individually.

VAT will be added to all prices.



AD BANNERS

Location: FRONT PAGE

Kõige uuem



12 sisustuspärli ARKETi koduosakonnast

INTERJÖÖR 26. jaanuar



Eesti looduskosmeetika bränd JOLK rajab
uue tootmishoone

ILU 26. jaanuar



Ennos



LET'S CREATE SOMETHING WORTH READING.

For editorial partnerships, branded content, creative
production and tailor-made collaborations:

Aljona Eesmaa
Editor-in-Chief
aljona@portail.ee

Portail