

# HELSINKI TIMES

**Established** 2007  
**Average print run** 15,000  
**Frequency** 48 issues/year  
**Type** Weekly newspaper, out every Thursday  
**Language** English  
**Distribution** On sale at R-kiosks, bookstores and newsstands (price €3). Available at all of Finnair's return flights to Finland and at many hotels in the Helsinki Metropolitan Area. Also available on subscription.  
**Publisher** Helsinki Times Oy

Helsinki Times is the first weekly newspaper in Finland which provides a reliable and much-needed source of news and information about Finland in English. In addition to domestic and international news, it includes a review of Finnish newspapers and magazines, as well as articles concerning Finland published in the international press. Culture, sport and lifestyle sections are also essential parts of the content in Helsinki Times. The newspaper also offers a weekly events guide as well as a weekly selection of TV programmes in English.

Helsinki Times is a tabloid format newspaper, with an average circulation of 15,000 copies. According to a reader survey (autumn 2009) the readership of Helsinki Times includes foreigners working in Finland, professionals and diplomats stationed in Finland as well as their families. In addition the readership includes people visiting the country on business or vacation, as well as everyone around the world with a special interest in Finland and the news related to it. According to the survey Helsinki Times has about 30,000 readers a week who represent over 60 different nationalities. Therefore an advert in Helsinki Times will be read by a growing number of people visiting and living in Finland, whose first language is not Finnish.

Helsinki Times is on sale at bookstores, newsstands, railway stations, hotels and airports throughout Finland, priced €3. In addition it is available at all of Finnair's return flights to Finland: 7,000 copies are distributed weekly on 350 flights arriving at Helsinki-Vantaa Airport. In addition Nokia subscribes Helsinki Times to all its foreign employees. Helsinki Times is also available on annual subscription for €96, delivered hot off the press to your home or business.

**Yearly agreements and frequency discounts**  
 Advertisers who sign up for a one-year written agreement are given a considerable frequency discount and a free banner on the Helsinki Times website. We can also negotiate a substantial discount for a prominent series of adverts.

**35% of the readers of Helsinki Times are 30 – 39 years old**

**63% of the readers of Helsinki Times have an annual income of over €40,000**

*"Thanks for bringing out HT! It fills an information gap for me, especially about what's happening locally. Information about your surroundings helps the integration process & the sense of belonging. Due to the language barrier it's easy to feel isolated."*

*Australian female, Helsinki*

Issue	Published	Week	Material deadline	
1	7.1.	1	4.1.	Fashion theme issue
2	14.1.	2	11.1.	Travel theme issue
3	21.1.	3	18.1.	
4	28.1.	4	25.1.	
5	4.2.	5	1.2.	Boating theme issue
6	11.2.	6	8.2.	Travel theme issue
7	18.2.	7	15.2.	
8	25.2.	8	22.2.	Outdoors and activities theme issue
9	4.3.	9	1.3.	Travel theme issue
10	11.3.	10	8.3.	Housing theme issue
11	18.3.	11	15.3.	
12	25.3.	12	22.3.	
13	1.4.	13	29.3.	Travel theme issue
15	15.4.	15	12.4.	
16	22.4.	16	19.4.	
17	29.4.	17	26.4.	
18	6.5.	18	3.5.	Travel theme issue
19	14.5.	19	10.5.	Summer festivals and events theme issue
20	20.5.	20	17.5.	
21	27.5.	21	24.5.	
22	3.6.	22	31.5.	
23	10.6.	23	7.6.	
24	17.6.	24	14.6.	
25	24.6.	25	21.6.	Travel theme issue
27	8.7.	27	5.7.	
28	15.7.	28	12.7.	
29	22.7.	29	19.7.	
30	29.7.	30	26.7.	
31	5.8.	31	2.8.	Fashion theme issue
32	12.8.	32	9.8.	Travel theme issue
33	19.8.	33	16.8.	
34	26.8.	34	23.8.	Interior decoration and design theme issue
35	2.9.	35	30.8.	Travel theme issue
36	9.9.	36	6.9.	
37	16.9.	37	13.9.	
38	23.9.	38	20.9.	Housing theme issue
39	30.9.	39	27.9.	Travel theme issue
40	7.10.	40	4.10.	
41	14.10.	41	11.10.	
42	21.10.	42	18.10.	Health and wellbeing theme issue
43	28.10.	43	25.10.	Winter sports theme issue
44	4.11.	44	1.11.	Travel theme issue
45	11.11.	45	8.11.	Motoring theme issue
46	18.11.	46	15.11.	
47	25.11.	47	22.11.	
48	2.12.	48	29.11.	Travel theme issue
49	9.12.	49	3.12.	
50	16.12.	50	13.12.	

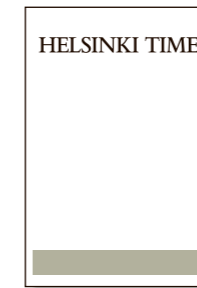
Helsinki Times has three double issues, which are on sale for two weeks.

Easter double issue out 1 April 2010  
 Midsummer double issue out 24 June 2010  
 Christmas double issue out 16 December 2010

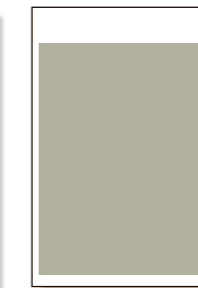
Front page



Header €240  
35 mm x 30 mm

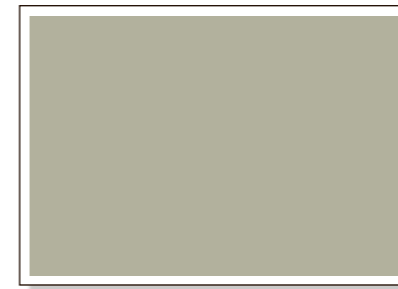


1/8 page €430  
250 mm x 45 mm

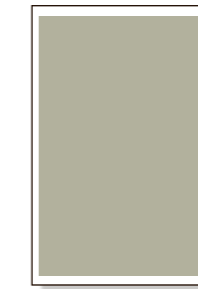


1/1 back cover €2,950  
250 mm x 316 mm

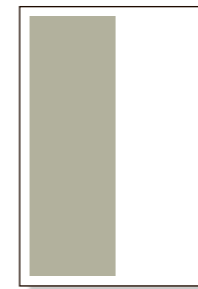
Other pages



2/2 page €3,500  
530 mm x 370 mm



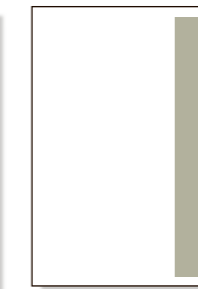
1 page €1,980  
250 mm x 370 mm



1/2 page €1,140  
123 mm x 355 mm



1/2 page €1,140  
250 mm x 175 mm



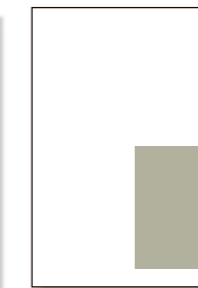
1/3 page €870  
80 mm x 355 mm



1/3 page €870  
250 mm x 120 mm



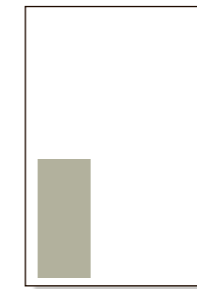
1/4 page €600  
250 mm x 93 mm



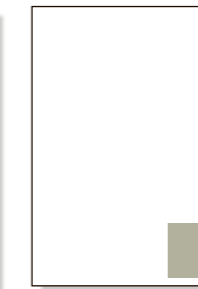
1/4 page €600  
123 mm x 175 mm



1/8 page €350  
123 mm x 89 mm



1/6 page €485  
80 mm x 175 mm



1/16 page €180  
80 mm x 67 mm

- Prices are in euros.
- Value added tax at 22% will be added to the prices.
- Prices are for print ready material.
- Additional design and pre-press work is charged separately.
- Other advert sizes are possible by prior arrangement.
- Adverts are 4 colour/black & white.
- We maintain the right to make changes to the above information.

Magazine size 280 x 400 mm (tabloid)  
 Printing area 260 x 375 mm  
 Print method Offset rotation  
 Raster density 100 l/inch  
 Resolution 200 dpi / 1/1  
 Colours CMYK  
 Print house I-Print Oy / Vaasa  
 Maximum colour 240%

**Advertising material requirements**

**Material formats**  
 Adobe Acrobat 1.4 PDF, TIFF, JPEG, EPS.  
 Texts converted or the font file attached.

**Advertising material**  
 All material to be sent via e-mail to aineisto@helsinkitimes.fi

**Contact information**  
 Helsinki Times  
 Vilhonvuorenkatu 11 B  
 00500 Helsinki  
 Finland  
 Tel. +358 9 689 67 426  
 Fax. +358 9 689 67 421  
 info@helsinkitimes.fi  
 www.helsinkitimes.fi

**Other technical advice**  
 The newspaper settings can be found at www.iprint.fi (Tekninen tuki, Lehtitehdas). For black colour, we recommend 100% black or rich black, 100K, 5C. For overprinting with black, the value of the black colour should be 99%. In this case the underlying colour does not come through the black.

**Reservations**  
 Reservations for the advertising material should be made by phone, e-mail or fax to the Helsinki Times editorial office by the booking deadline. Helsinki Times confirms every reservation by e-mail or fax, which the advertiser needs to confirm within two days of the reservation.

**Cancellations**  
 Cancellations must be made by e-mail or fax at least one week before the advertising material deadline. If the cancellation is made later, we charge the customer 50% of the net price of the advertisement. For cancellations that are made after the material deadline, we charge 100% of the net price of the advertisement.

**Liability**  
 The advertising material has to be delivered according to our requirements. If there are concerns regarding the appearance of the printed advert, any claim must be made in written form within 14 days of the publication of the magazine. If the advertisement is left out by mistake or there is an error in its publication, the compensation never exceeds the amount paid for the advertisement.

**Payment**  
 Payment is due within 10 days of the invoice date. Penalty interest 13%.

**Bank details:**  
 Helsinki Times Oy  
**Identification code:** 2137942-7  
**Bank name:** Sampo  
**Account number:** 800018-71392404  
**IBAN:** FI3680001871392404  
**SWIFT:** DABAFIHH

### **With Helsinki Times:**

You are discovered by a growing number of people who do not follow Finnish-language media

You strengthen your brand in the eyes of business travellers

You help travellers discover your products and services

#### **The readership of Helsinki Times includes:**

The passengers of Finnair

The guests and foreign employees of Nokia

Non-Finnish speaking households

**Helsinki Times**  
Helsinki Times Oy  
Vilhonvuorenkatu 11 B,  
00500 Helsinki, Finland  
tel. +358 9 689 67 426  
fax. +358 9 689 67 421  
info@helsinkitimes.fi  
**Advertisement enquiries:** adv@helsinkitimes.fi  
**Subscription enquiries:** subscribe@helsinkitimes.fi  
**www.helsinkitimes.fi**

**MEDIA**kit  
News from Finland in English  
**2010**  
[www.helsinkitimes.fi](http://www.helsinkitimes.fi)

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