

Issue	Published	Week	Material D/L	Themes
1	5.1	1	2.1	
2	12.1	2	9.1	Travel
3	19.1	3	16.1	Education
4	26.1	4	23.1	Working life
5	2.2	5	30.1	Boating
6	9.2	6	6.2	Travel
7	16.2	7	13.2	Housing
8	23.2	8	20.2	Ecological Living
9	1.3	9	27.2	Health & Wellbeing
10	8.3	10	5.3	Travel
11	15.3	11	12.3	Working life
12	22.3	12	19.3	
13	29.3	13	26.3	Housing
14	5.4	14	2.4	Double issue / Travel
16	19.4	16	16.4	
17	26.4	17	23.4	Working life
18	3.5	18	30.4	Travel
19	10.5	19	7.5	Fashion
20	18.5	20	14.5	
21	24.5	21	21.5	Health & Wellbeing
22	31.5	22	28.5	Summer festivals and events
23	7.6	23	4.6	Travel
24	14.6	24	11.6	
25	21.6	25	18.6	Double issue
27	5.7	27	2.7	Travel
28	12.7	28	9.7	
29	19.7	29	16.7	
30	26.7	30	23.7	
31	2.8	31	30.7	Travel
32	9.8	32	6.8	
33	16.8	33	13.8	
34	23.8	34	20.8	
35	30.8	35	27.8	Working life
36	6.9	36	3.9	Travel
37	13.9	37	10.9	Health & Wellbeing
38	20.9	38	17.9	Housing
39	27.9	39	24.9	Working life
40	4.10	40	1.10	Travel
41	11.10	41	8.10	Election
42	18.10	42	15.10	Housing
43	25.10	43	22.10	
44	1.11	44	29.10	Travel
45	8.11	45	5.11	Health & Wellbeing
46	15.11	46	12.11	Working life
47	22.11	47	19.11	
48	29.11	48	26.11	Education
49	7.12	49	3.12	Travel
50	13.12	50	10.12	
51	20.12	51	17.12	Double issue

Summer guide with Helsinki City map

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

Easter double issue out 5 April 2012
 Midsummer double issue out 21 June 2012
 Christmas double issue out 20 December 2012

HELSINKI TIMES

Established 2007
Average print run 15,000
Frequency 49 issues/year
Type Weekly newspaper, out every Thursday
Language English
Distribution On sale at R-kiosks and bookstores. (price €3). Available on all of Finnair's return flights to Finland, Allegro-trains and at many hotels around Finland. Also available on subscription.
Publisher Helsinki Times Ltd.

Helsinki Times is the only 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 2011) the readership of Helsinki Times includes foreigners working in Finland, professionals and specialists in several fields, officials, students 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 37,000 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. It is also available on St Petersburg Allegro trains. In addition Nokia and European Chemical Agency subscribe Helsinki Times to their 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. We can also negotiate a substantial discount for a prominent series of adverts.

59% of the foreign readers of Helsinki Times know Finnish poorly or not at all

62% of the readers of Helsinki Times have an annual income of over €40,000

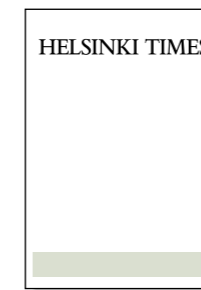
59% of Helsinki Times readers plan to stay in Finland for at least 5 years

"I subscribe to Helsinki Times because I want to read Finnish news from a foreign perspective."
French man, Espoo

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

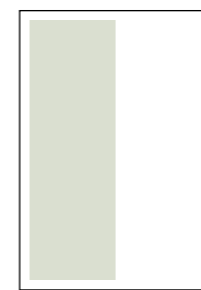
Other pages



2/2 page €3,500
530 mm x 370 mm



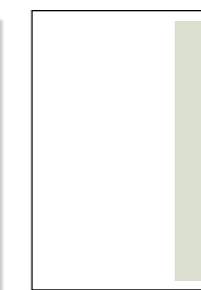
1 page €1,980
250 mm x 370 mm



1/2 page €1,140
123 mm x 355 mm



1/2 page €1,140
250 mm x 175 mm



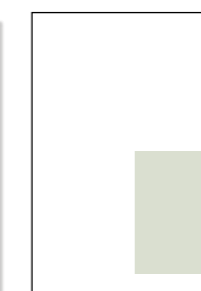
1/3 page €870
80 mm x 355 mm



1/3 page €870
250 mm x 120 mm



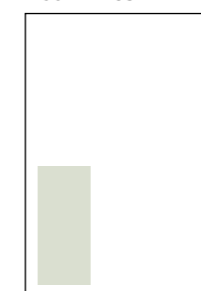
1/4 page €600
250 mm x 93 mm



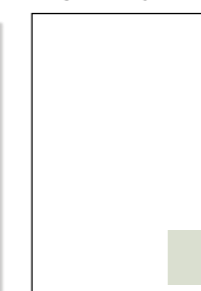
1/4 page €600
123 mm x 175 mm



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 23% 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 / Seinäjoki
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 reconfirm 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 Ltd.
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

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News from Finland in English