

HELSINKI TIMES

Established 2007
Average print run 15,000
Frequency 49 issues/year
Type Weekly newspaper, comes every Friday
Language English
Distribution On sale at R-kioskis, 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 Dream Catcher 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 2007) 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 20 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.

40% of the readers of Helsinki Times are 30 – 39 years old

43% 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

Helsinki Times publishing schedule 2008

Issue	Published	Week	Material booking deadline	Material deadline
1	4.1.	1	21.12.	27.12.
2	11.1.	2	31.12.	7.1.
3	18.1.	3	7.1.	14.1.
4	25.1.	4	14.1.	21.1.
5	1.2.	5	21.1.	28.1.
6	8.2.	6	28.1.	4.2.
7	15.2.	7	4.2.	11.2.
8	22.2.	8	11.2.	18.2.
9	29.2.	9	18.2.	25.2.
10	7.3.	10	25.2.	3.3.
11	14.3.	11	3.3.	10.3.
12*	19.3.	12	7.3.	17.3.
		13		
13	4.4.	14	20.3.	31.3.
14	11.4.	15	31.3.	7.4.
15	18.4.	16	7.4.	14.4.
16	25.4.	17	14.4.	21.4.
17	2.5.	18	21.4.	28.4.
18	9.5.	19	28.4.	5.5.
19	16.5.	20	5.5.	12.5.
20	23.5.	21	12.5.	19.5.
21	30.5.	22	19.5.	26.5.
22	6.6.	23	26.5.	2.6.
23	13.6.	24	2.6.	9.6.
24*	20.6.	25	9.6.	16.6.
		26		
25	4.7.	27	20.6.	30.6.
26	11.7.	28	30.6.	7.7.
27	18.7.	29	7.7.	14.7.
28	25.7.	30	14.7.	21.7.
29	1.8.	31	21.7.	28.7.
30	8.8.	32	28.7.	4.8.
31	15.8.	33	4.8.	11.8.
32	22.8.	34	11.8.	18.8.
33	29.8.	35	18.8.	25.8.
34	5.9.	36	25.8.	1.9.
35	12.9.	37	1.9.	8.9.
36	19.9.	38	8.9.	15.9.
37	26.9.	39	15.9.	22.9.
38	3.10.	40	22.9.	29.9.
39	10.10.	41	29.9.	6.10.
40	17.10.	42	6.10.	13.10.
41	24.10.	43	13.10.	20.10.
42	31.10.	44	20.10.	27.10.
43	7.11.	45	27.10.	3.11.
44	14.11.	46	3.11.	10.11.
45	21.11.	47	10.11.	17.11.
46	28.11.	48	17.11.	24.11.
47	5.12.	49	24.11.	1.12.
48	12.12.	50	1.12.	8.12.
49*	19.12.	51	8.12.	15.12.
		52		

Helsinki Times theme issues:

- Travel:** Introduces cities, locations and areas. Main emphasis on Finland and nearby areas.
- Education:** Information about study facilities, study programmes and courses.
- Europe Day:** European integration is officially celebrated in the EU on 9.5.
- Helsinki Times 1-year anniversary issue:** A distinct special issue, with a larger than normal edition.
- Summer festivals and events:** An informative guide for planning your summer activities.
- Helsinki Day:** On its birthday 12.6. the Capital offers all sorts of programmes.
- The three summer theme issues:** Varied content as the summer and holiday season starts.
- Work & Career:** Information about the economy, economic sectors, businesses and recruitment.
- The three Christmas theme issues:** Include e.g. a guide with maps to ease your Christmas activities and shopping.

In addition to theme issues Helsinki Times has three double issues, which are on sale for two weeks.

The Easter double issue comes out 20.3. The Midsummer double issue comes out 20.6

The Christmas double issue comes out 19.12

Other themes that will be discussed in 2008 are e.g. wellness, consumer goods and services. Interesting topical subjects are discussed in a versatile way in the theme issues, and they also provide an ideal environment for adverts and other announcements. Ask us for more information regarding campaigns customised for your own individual needs.

Advertising rates and sizes 2008

	Front page	Backpage
Header	€220 35 mm x 30 mm	€2,700 250 mm x 306 mm
1/8 page	€390 250 mm x 45 mm	€1,800 250 mm x 370 mm
2/2 page	€3,200 530 mm x 370 mm	€790 80 mm x 355 mm
1/2 page	€1,040 123 mm x 355 mm	€550 93 mm x 250 mm
1/3 page	€790 250 mm x 120 mm	€550 123 mm x 178 mm
1/8 page	€320 123 mm x 89 mm	€160 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.

Technical 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
 puh. 09 689 67 426
 fax. 09 689 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
 Dream Catcher Oy,
SAMPO 800016-7128877
 IBAN FI25800016-7128877
 SWIFT PSPBFIHH. Bank
 name: SAMPO BANK

The readership of Helsinki Times includes:

- *The passengers of Finnair**
- *The guests and foreign employees of Nokia**
- *Non-Finnish speaking households**

HELSINKI TIMES

With Helsinki Times:

- *You are discovered by a growing number of people who don't follow Finnish-language media**
- *You strengthen your brand in the eyes of business travellers**
- *You help travellers discover your products and your services**



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