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# Media Information 2019

News media | Periodical media

Kasvua mainonnalla **s a n o m a**

# Dear partner,

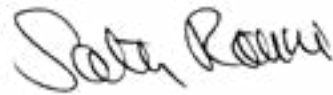
The significance of quality journalism and different perspectives in understanding our world is currently high. This is also seen in the growing number of Helsingin Sanomat subscriptions, the increasing visitor volumes on HS.fi and the continued success of Ilta-Sanomat as the largest online site in Finland. The media brands of Sanoma Lifestyle are also front-runners in their respective media categories and outdo their competitors when competing over reader preference, interest and commitment.

The common factor between news and lifestyle content is that both are consumed in both print and online. We at Sanoma are responding to this trend by expanding our portfolio of news media products by adding a range of new ad sizes alongside full-page ads. Our new local papers, HS Espoo, HS Helsinki and HS Vantaa, focus on high-quality, narrative local content and offer advertisers a media option with the highest reach in the Helsinki Metropolitan Area. We are also developing the ad products of our periodical media, focusing even more strongly on target groups that are relevant to advertisers and the interests of readers. These ad products are supported by our strong, multichannel media brands.

Sanoma's other media categories, creative solutions and superior data provide excellent conditions for growth in 2019. **Let's do it together!**



**Pietari Korhonen**  
**Head of Newsmedia & Lifestyle**



**Satu Raunio**  
**Lifestyle Business Manager**

## News Media



### Quantity & Quality

Sanoma's news media allow you to reach audiences in a high-quality environment: HS, HS Metro, HS Locals and Ilta-Sanomat. An active audience with purchasing power and a thirst for knowledge. In an environment that is safe and where advertising is even seen as a service. You can reach an audience of millions or only the segments of your choice.

## Periodical Media



### Depth & Inspiration

Quality time for advertising too! Sanoma's periodical media enrich the lives of Finns by providing experiences, help in everyday life and inspiration for special occasions – own time with topics that are personally meaningful. What's best, advertising in periodical media is perceived as an integral part of the reading experience, even a service.



## Total TV



### Data & Emotion

The TV is an emotive media with a quick reach. Sanoma's data on interests allows you to reach even more precise target audiences who are already tuned in the right mood based on their areas of interest both linearly and through the Ruutu Video Network.

## Digital Solutions



### Audiences & Media Environments

Reach everyone. Or only an extremely well-defined audience, the target groups that suit you best. In the most trusted and desired media brands in Finland. In environments where we know more about the visitors than anyone else in Finland.

## Creative Solutions



### Content & Creativity

Creativity adds impact. By combining creative thinking and new ways to utilize Sanoma's high-reach, multichannel media palette to achieve your commercial goals, you can guarantee impact and effect. Associate yourself with Sanoma's phenomena that the whole nation is talking about – it works.

## Radio



### Activeness & Emotions

The best voices, most interesting audiences and most high-impact audio platforms in Finland for your audio advertising. Real-time, in the moment.

## Data



### All & Targeted

Our website accumulates 260 000 000 page views every week. Each page view, or data point, collects data about consumers. We can target your audience as precisely as you want to boost your advertising performance. Our data allows you to reach the right target group: consumers who are most likely to be interested in your product or service.

## Events



### Experiences & Encounters

The best campaigns, communication and encounters are also actions. Sanoma's events provide a platform where encounters between brands and people bring advertisers' stories to life and create phenomenal experiences.

**Information about all Sanoma media: [media.sanoma.fi](https://media.sanoma.fi)**



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# Helsingin Sanomat

Helsingin Sanomat is a pioneer in quality journalism. The paper has a unique, close relationship with its readers. Readers consume content diversely, regularly and in depth. Readers of the print paper spend about an hour with Helsingin Sanomat every day and half an hour with digital content. Helsingin Sanomat provides advertisers a reliable media environment that reaches more than one million consumers with purchasing power through multiple channels every day.

## Customer Service

Advertising and media agencies, tel. +358 (0) 10 808 095

Corporate customers: tel. +358 (0) 10 808 085

[yrityspalvelu@sanoma.fi](mailto:yrityspalvelu@sanoma.fi)

# HS Multichannel Solutions Boost the Attention Value and Impact of Advertising.



**The multichannel solutions of Helsingin Sanomat allow you to reach the entire audience who reads Helsingin Sanomat, regardless of how content is read. The advertising is published on the same day in the print paper, the digital edition, on computers, mobile devices and tablets.**

Reach up to a million consumers on the HS front page and 800 000 impressions through other solutions. Multichannel solutions provide a high-impact news environment for advertising. When appearing next to content that is read with concentration, the ad is perceived as part of the content, increasing the attention value and impact of the advertising.

**The demand for multichannel solutions is growing, and we are now introducing new multichannel solutions alongside front and full-page ads:**

4- and 8-page fixed inserts  
Spreads  
3 x 365 mm  
½ page (5 x 180)

The rates of multichannel solutions can be found in the Helsingin Sanomat and HS Tehopaketti Booster Package price tables, marked with a star.

N.B. The multichannel option does not concern regional advertising.

**Material instructions can be found on page 62.**



# HELSINGIN SANOMAT

## Publication and Schedules

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### Helsingin Sanomat

Readers: 673 000  
 Total circulation: 324 997 (audited 2017)  
 Reading time: 48 min on weekdays  
 57 min on Saturdays  
 67 min on Sundays

## Publication

**Helsingin Sanomat will be published daily in 2019 with the exception of the following days:**

Tuesday 1.1.	New Year's Day
Monday 7.1.	Day after Epiphany
Sunday 21.4.	Easter Sunday
Monday 22.4.	Easter Monday
Thursday 2.5.	Day after May Day
Friday 31.5.	Day after Ascension Day
Friday 21.6.	Midsummer Eve
Saturday 22.6.	Midsummer Day
Sunday 23.6.	Day after Midsummer
Sunday 3.11.	Day after All Saints' Day
Wednesday 25.12.	Christmas Day
Thursday 26.12.	Boxing Day

**The Thursday Section will be published on Thursdays except on the following:**

2.5.

**The Saturday Section will be published on Saturdays except on the following:**

20.4.

22.6.

2.11.

**HS will be published with a Sunday layout and the Sunday rates apply to the following issues:**

Saturday 20.4.

Thursday 20.6.

Saturday 2.11.

**HS special supplements in 2019**

HS Education Supplement	On Friday 25.1.
HS Summer Supplement	On Friday 17.5.

See the ad sizes, media rates and schedules for the special supplements at [media.sanoma.fi](http://media.sanoma.fi)

### Pre-made Advertisements

Publication Day	Bookings	Materials
Monday	Fri 9 am	Fri 12 noon
Tuesday	Mon 9 am	Mon 12 noon
Wednesday	Tue 9 am	Tue 12 noon
Thursday	Wed 9 am	Wed 12 noon
Friday	Thu 9 am	Thu 12 noon
Saturday	Fri 9 am	Fri 12 noon
Sunday	Fri 9 am	Fri 12 noon

The schedule for pre-made materials for multichannel ads is the same as for print ads.

### Line Advertisements

Publication Day	Bookings and Materials
Monday	Fri 12 noon
Tuesday	Mon 10 am
Wednesday	Tue 10 am
Thursday	Wed 10 am
Friday	Thu 10 am
Saturday	Fri 10 am
Sunday	Fri 12 noon

### Advertisements to be Prepared

Publication Day	Print	Multichannel Solutions	
	Bookings and Materials	Bookings and Materials	
		Approval round	No approval round
Monday	Fri 9 am	Thu 12 noon	Thu 3 pm
Tuesday	Mon 9 am	Fri 12 noon	Fri 3 pm
Wednesday	Mon 9 am	Mon 12 noon	Mon 3 pm
Thursday	Tue 9 am	Tue 12 noon	Tue 3 pm
Friday	Wed 9 am	Wed 12 noon	Wed 3 pm
Saturday	Thu 9 am	Wed 12 noon	Wed 3 pm
Sunday	Fri 9 am	Thu 9 am	Thu 2 pm

The schedule for pre-made materials for multichannel ads is the same as for print ads.

### Exceptions to the Schedule

Publication Day	Bookings	Materials
Thursday: Thursday Section	Thu 3 pm of prev. week	Wed 12 noon
Friday: Nyt Weekly Supplement	Thu 3 pm of prev. week	Wed 12 noon
Saturday: Saturday Section	Fri 3 pm of prev. week	Fri 12 noon
Saturday: Motor vehicles, Depot and Boats classified ads (Saturday Section)	Wed 10 am	Fri 12 noon
Sunday: Fixed position on the Sunday pages	Thu 9 am	Fri 12 noon
Sunday: Career & Jobs, Vacancies	Fri 9 am	Fri 12 noon
Sunday: Classified ads in the Home section	Thu 3 pm	Fri 12 noon
Sunday: Fixed positions in the Home section, Career & Jobs and ad spots	Mon 3 pm	Fri 12 noon

# NYT AND HS METRO

## Publication and Schedules

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### Nyt Weekly Supplement (includes the TV Guide)

Publication Day		Bookings	Materials
Friday		Thu 3 pm of the week prior to publication	Wed 12 noon
<b>Published on Fridays with the following exceptions</b>			
Week 22	Thu 30.5.	Thu 23.5. at 9 am	Tue 28.5. at 12 noon
Week 25	Thu 20.6.	Thu 13.6. at 9 am	Tue 18.6. at 12 noon
Week 52	No issue	Week 51 (20.12.) is a double issue	

### HS Metro

Pre-made Materials			Materials to be Prepared	
Publication Day	Bookings	Materials	Publication Days	Bookings and Materials
Monday	Fri 9 am	Fri 12 noon	Monday	Thu 9 am
Friday	Thu 9 am	Thu 12 noon	Friday	Wed 9 am

#### HS Metro is published on Mondays and Fridays except on the following days

1.-3.1.	Christmas break
Monday 7.1.	Day after Epiphany
Friday 19.4.	Good Friday
Monday 22.4.	Easter Monday
Friday 31.5.	Day after Ascension Day
Friday 21.6.	Midsummer Eve
Friday 6.12.	Independence Day

#### HS Metro wkcd is published every Friday except on the following days

Friday 19.4.	Good Friday
Friday 31.5.	Day after Ascension Day
Friday 21.6.	Midsummer Eve

See the exceptions to the schedule due to summer and Christmastime at [media.sanoma.fi](http://media.sanoma.fi)



# HS Tehopaketti Booster Package - HS Metro Boosts the Reach of Helsingin Sanomat in the Helsinki Metropolitan Area

**Together, HS and HS Metro form HS Tehopaketti Booster Package, which may be used in both regional and national advertising. The same ad material is published in both papers on the same day. HS Tehopaketti Booster Package is available on Mondays and Fridays.**

**The reach of HS Tehopaketti Booster Package is 420 000 in the Helsinki Metropolitan Area and more than 800 000 nationwide.**

The rates of HS Tehopaketti Booster Package can be found on page 39.  
The rates of HS Metro can be found on page 43.



# HS TEHOPAKETTI

## Publication and Schedules

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### Exceptions concerning HS Tehopaketti Booster Package

HS Tehopaketti Booster Package is available on Mondays and Fridays except on the following days:

Monday 7.1.	Day after Epiphany
Friday 19.4.	Good Friday
Monday 22.4.	Easter Monday
Friday 31.5.	Day after Ascension Day
Friday 21.6.	Midsummer Eve
Friday 6.12.	Independence Day

See the exceptions due to summer and Christmastime at [media.sanoma.fi](http://media.sanoma.fi)

# HS Locals Offer Advertisers Opportunities to Target Advertising According to the City

HS Espoo, HS Helsinki and HS Vantaa are independent publications that are published as both print and digital editions. They share a positive outlook, high-quality content production and a genuine will to serve residents living in the region. The papers will be published on Wednesdays as of 16 January, and provide advertisers the highest-reach media option in the Helsinki Metropolitan Area and its cities.



HS Locals are distributed on Wednesdays to all households in the Helsinki Metropolitan Area without an advertising ban. The papers are distributed to HS subscriber households on Thursday mornings between Helsingin Sanomat.

## HS Locals offer advertisers:

- ✓ More local advertising targeting opportunities in one or two local issues or across the entire Helsinki Metropolitan Area.
- ✓ Superior reach in the Helsinki Metropolitan Area, more than half a million impressions.
- ✓ Strong opportunity to influence consumers' purchase decisions near the end of the week.
- ✓ An interesting and reliable media environment with local content under the HS quality stamp.

The rates of HS Locals papers can be found on page 47.



# HS LOCALS

## Publication and Schedules

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HS Espoo, HS Helsinki, HS Vantaa				
Pre-made Materials			Materials to be Prepared	
Publication Day	Bookings	Materials	Publication Day	Bookings and Materials
Wednesday	Fri 9 am	Fri 12 noon	Wednesday	Thu 12 noon

The exceptional publication schedules of the papers will be confirmed in January. Read more at [media.sanoma.fi](http://media.sanoma.fi)



# HS VIIKKO, HS KUUKAUSILIITE AND HS TEEMA (THEME) MAGAZINE

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## Publication and Schedules

### HS Viikko

Publication Day	Bookings	Materials
Friday	Mon 9 am	Wed 12 noon
<b>Published on Fridays except on the following:</b>		
Thursday 18.4.		
Thursday 20.6.		
Thursday 5.12.		
Friday 27.12.		
The issue published on Friday 20.12. is a double issue.		


### HS Kuukausiliite Monthly Supplement

HS Kuukausiliite Monthly Supplement is published once a month.

Issue	Publication Day	Bookings	Materials
1	5.1.	12.12.	19.12.
2	2.2.	16.1.	23.1.
3	2.3.	13.2.	20.2.
4	6.4.	20.3.	27.3.
5	4.5.	17.4.	24.4.
6	1.6.	15.5.	22.5.
7	6.7.	19.6.	26.6.
8	3.8.	17.7.	24.7.
9	7.9.	21.8.	28.8.
10	5.10.	18.9.	25.9.
11	2.11.	16.10.	23.10.
12	7.12.	20.11.	27.11.

### HS Teema (Theme) Magazine

Issue	Publication Day	Bookings and Confirmation	Pre-made Materials
1	24.1.	7.1.	10.1.
2	14.3.	25.2.	28.2.
3	13.6.	27.5.	30.5.
4	22.8.	5.8.	8.8.
5	17.10.	30.9.	3.10.
6	12.12.	25.11.	28.11.

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# HELSINGIN SANOMAT, HS TEHOPAKETTI BOOSTER PACKAGE, HS METRO, HS LOCALS

## Rates and Other Information

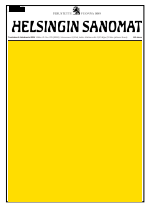
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<b>HS Teema (Theme) Magazine</b>	<b>51</b>

# HELSINGIN SANOMAT, HS METRO, HS LOCALS

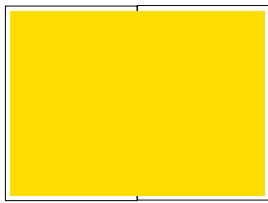
## Ad Sizes

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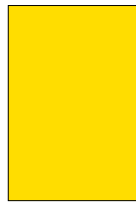
### 5 columns



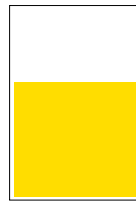
Front page \*/\*\*  
5 x 308 mm



2/1 page \*\*  
10 x 365 mm



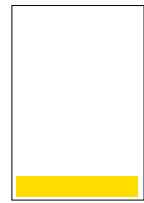
1/1 page \*\*  
5 x 365 mm



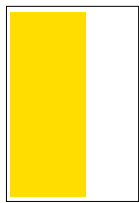
5 x 226 mm



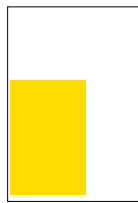
1/2 page \*\*  
5 x 180 mm



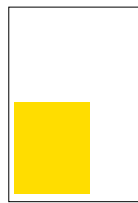
5 x 42 mm



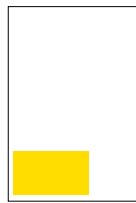
3 x 365 mm \*\*



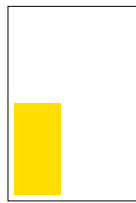
3 x 226 mm



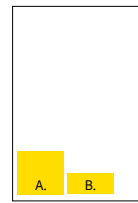
3 x 180 mm



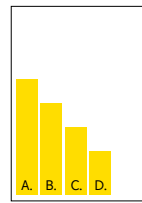
3 x 88 mm



2 x 180 mm



A. 2 x 88 mm  
B. 2 x 42 mm



A. 1 x 226 mm  
B. 1 x 180 mm  
C. 1 x 134 mm  
D. 1 x 88 mm

\* Ad size only in Helsingin Sanomat  
\*\* Multichannel solution HS + HS.fi

### Column Widths

5 columns	
1 column	47 mm
2 columns	99 mm
3 columns	150 mm
5 columns	254 mm

# HELSINGIN SANOMAT, HS METRO

## List of Classified Ad Sections

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### Apartments

(Sundays in the HS Home section)

**New buildings**  
**High-value properties**  
**Apartments**  
**Helsinki Metropolitan Area**

Helsinki south  
 Helsinki west  
 Helsinki north  
 Helsinki east  
 Espoo  
 Kauniainen  
 Vantaa

**Apartments West Uusimaa**

Kirkkonummi, Siuntio  
 Inkoo  
 Lohja  
 Karkkila, Vihti  
 Raasepori, Hanko

**Apartments Central Uusimaa**

Järvenpää, Mäntsälä, Hyvinkää  
 Kerava, Tuusula  
 Nurmijärvi, Pornainen

**Apartments Eastern Uusimaa**

Porvoo, Sipoo  
 Loviisa  
 Pukkila, Askola  
 Myrskylä, Lapinjärvi

**Apartments rest of Southern Finland**

Riihimäki  
 Lahti, Orimattila  
 Hämeenlinna

**Apartments rest of Finland**

**Apartments overseas**  
**Apartment swaps**  
**Right of residence apartments**  
**Farms and forest properties**  
**Prefabricated houses**

### Plots

Helsinki  
 Espoo  
 Kauniainen  
 Vantaa  
 Kirkkonummi  
 Inkoo  
 Sipoo  
 Rest of Southern Finland  
 Rest of Finland  
 Overseas

### Want to buy apartments

Helsinki south  
 Helsinki west  
 Helsinki north  
 Helsinki east  
 Espoo  
 Kauniainen  
 Vantaa

Rest of Southern Finland  
 Rest of Finland

Want to buy farms and forest properties  
 Want to buy apartments and plots, overseas

### Want to buy plots

### Rental apartments

For rent  
 Want to rent  
 Rental apartments, overseas

### Holiday homes and plots

Southern Finland  
 Central Finland  
 Northern Finland  
 Domestic  
 Overseas  
 Want to buy holiday homes and plots  
 Holiday homes for rent  
 Want to rent holiday homes

**Real estate agents**  
**Housing websites**

### Home

Kitchens  
 Home interior

Home security services  
 Domestic appliances and furniture  
 Moving services  
 For sale  
 Services for homes  
 Garden  
 Construction and repair services  
 Rental construction machinery  
 Building materials  
 Saunas and bathrooms  
 Fireplaces and accessories  
 Tools and machinery

### Motor vehicles

(In the Saturday Section of HS on Saturdays. In the classified ads on other days, as normal.)

**Passenger cars**  
**Lorries and buses**  
**Campers and caravans**  
**Motorcycles**  
**Microcars**  
**Mopeds and scooters**  
**Other vehicles**  
**ATVs**  
**Want to buy**  
**Vans**  
**For rent**

### Depot

(In the Saturday Section of HS on Saturdays. In the classified ads on other days, as normal.)

Driving gear  
 Car wash services  
 Garages

Car parts and accessories  
 Towing services  
 MOT inspection services  
 Repair and servicing  
 Paintshop services  
 Other services  
 For sale  
 Want to buy  
 Trailers  
 Dismantling services  
 Tyres and tyre change  
 Windscreens and repairs  
 Spare parts  
 Rental services

### Boats

(In the Saturday Section of HS on Saturdays. In the classified ads on other days, as normal.)

**Engines**  
**Motorboats**  
**For sale**  
**Want to buy**  
**Services**  
**Sailing boats**  
**Boats**  
**Boating gear**  
**Moorings and boatyards**  
**For rent**

## List of Classified Ad Sections

### Jobs

(In Career & Jobs on Sundays. In the classified ads on other days, as normal.)

Vacancies

Vacant offices

Job-seekers

Nominations (only HS, on Sundays)

### Education

Adult education

Vocational training

University of Applied

Sciences education

Language training

Music education

Other education

Dance schools

Coaching

University education

### Premises

For sale

Want to buy

For rent

Want to rent

### Enterprises

Machinery and equipment

Business connections

Businesses

For sale

Businesses for sale

Want to buy

Services for businesses

Machines

B2B

### Announcements

Grants

Meetings

Public notices

Calls for bids

Research allowances

### Goods and Hobbies

Digital devices

Auctions

Flea markets

Children's goods

Farmers' markets and shops

For sale

Want to buy

Musical instruments

Stereo-Hifi equipment

Markets and jumble sales

For rent

### Services

Lawyer's offices

Expert services

Dentists

Care services

IT services

Hairdressers and barbers

Beauty services

Bookkeeping and accounting services

Consultation services

Legal affairs

Natural products and health foods

Need services

Services offered

Psychotherapy

Cleaning services

Health services

Peer support

### Animal World

Pet shops

Vets

Animal shows and events

Animal friends

Cats

Dogs

Other animals

Services

Products and equipment

Boarding

### Antiques and Collections

Antiques and vintage items

Antiques auctions

Second-hand bookshops

Collecting

Art

### Leisure Time

(HS Metro: Leisure Time on Fridays in the WKD section of HS Metro.)

Films

Galleries

Religious events

Gigs

Concerts

Fitness centres

Children's events

Fairs and other events

Other events

Exhibitions and museums

Restaurants

Dances

Theatres

Sports and exercise venues

Leisure activities

Audio and movie recordings

\* Only available via the online shop



# HELSINGIN SANOMAT

## Structure on Different Days of the Week

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Structure on Different Days of the Week							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
A	Front Page Domestic City News International Finance Travel ads Sports Back page	Front Page Domestic City News International Finance Travel ads Sports Back page	Front Page Domestic City News International Finance Travel ads Sports Back page	Front Page Domestic City News International Finance Travel ads Sports Back page	Front Page Domestic City News International Finance Travel ads Sports Children's news Back page	Front Page Domestic City News Back page	Front Page Domestic City News International Sports Travel ads Back page
B	Culture Regional retail + other ads Science Opinion Today Classified ads Events Comics Radio and TV Weather	Culture Regional retail + other ads Science Opinion Today Classified ads Events Comics Radio and TV Weather	Culture Regional retail + other ads Science Opinion Today Classified ads Events Comics Radio and TV Weather	Culture Regional retail + other ads Science Opinion Today Classified ads Events Comics Radio and TV Weather	Culture Regional retail + other ads Science Opinion Today Classified ads Events Comics Radio and TV Weather	International Finance Travel ads Sports	Sunday Finance, Career & Jobs Job advertisements
C				Thursday Section Life, Food, Health	Nyt Weekly Supplement + TV Guide	Culture Regional retail + other ads Opinion Today Events Comics Radio and TV Weather	Culture Regional retail + other ads Opinion Today Events Comics Radio and TV Weather
D						Saturday Section Travel, Cars Technology	Home section
						Kuukausiliite 1 x month	
						Kuukausiliite Monthly Supplement 1 x month	

<b>A Section</b>						
	Columns x mm	mm x mm	*	Monday-Thursday, EUR	Friday-Saturday, EUR	Sunday, EUR
Front page, multichannel	5 x 308	254 x 308	*	54 227	58 311	65 968
First spread, A6-7	10 x 365	528 x 365	*	47 955	52 751	59 944
News opening, A7 or A9	2 x 365	99 x 365		12 416	13 658	15 521
First right-hand page	5 x 365	254 x 365	*	27 403	30 143	34 254
A Section centrefold	10 x 365	528 x 365	*	47 955	52 751	59 944
	10 x 180	528 x 180		34 254	37 679	42 817
A Section back page	5 x 365	254 x 365	*	25 621	28 183	32 026

\* Multichannel solution HS + HS.fi

<b>B and C Section</b>						
	Columns x mm	mm x mm	*	Monday-Thursday, EUR	Friday-Saturday, EUR	Sunday, EUR
Sunday pages, C Section	5 x 365	254 x 365	*			30 574
Events, reminder	2 x 42	99 x 42		677	745	846
Weather page	2 x 42	99 x 42		841	925	1 052

\* Multichannel solution HS + HS.fi

# HELSINGIN SANOMAT

## Fixed Position Ads

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### Thursday Section, Nyt and Saturday Section

	Columns x mm	mm x mm	*	Thursday, EUR	Nyt, Friday, EUR	Saturday, EUR
Front page	5 x 88	254 x 88		4 101	4 511	4 511
Back page	5 x 365	254 x 365	*	14 481	15 929	15 929

\* Multichannel solution HS + HS.fi

### Home Section (Sunday)

	Columns x mm	mm x mm	*	Sunday, EUR
Front page	5 x 88	254 x 88		6 011
Page 3	2 x 365	99 x 365		7 939
Page 5	5 x 365	254 x 365	*	18 763
Back page	5 x 365	254 x 365	*	18 763

\* Multichannel solution HS + HS.fi

### Career & Jobs (B Section, Sunday)

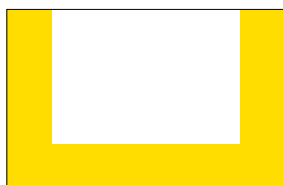
	Columns x mm	mm x mm	Sunday, EUR
Nominations	2 x 134	99 x 134	4 581

# HELSINGIN SANOMAT

## Creative Solutions

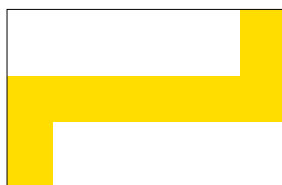
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### Ad Sizes



**U**

HS  
528 x 88 mm + 2 pcs 99 x 277 mm



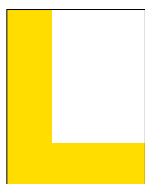
**Path**

HS Thursday and Saturday Sections  
528 x 88 mm + 2 pcs 99 x 138 mm



**Tunnel**

HS  
320 x 226 mm



**L**

HS  
254 x 88 + 99 x 277 mm

### Creative Solutions

		U, EUR	Tunnel, EUR	L, EUR	Path, EUR
HS text	Monday-Thursday	30 284	21 031	15 142	
	Friday-Saturday	33 312	23 134	16 656	
	Sunday	37 855	26 288	18 927	
Thursday Section	Thursday	19 685	13 670	9 842	13 670
Saturday Section	Saturday	21 653	15 037	10 827	15 037

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## Text Ads

Domestic						
Modules	Columns x mm	mm x mm	*	Monday-Thursday, EUR	Friday-Saturday, EUR	Sunday, EUR
2/1 page	10 x 365	528 x 365	*	46 786	51 464	58 482
2/1 page, half	10 x 180	528 x 180		31 546	34 700	39 432
1/1 page	5 x 365	254 x 365	*	26 735	29 408	33 418
	5 x 226	254 x 226		18 927	20 820	23 659
	3 x 365	150 x 365	*	19 249	21 174	24 061
1/2 page	5 x 180	254 x 180	*	16 041	17 645	20 051
	2 x 365	99 x 365		12 114	13 325	15 142
	5 x 134	254 x 134		11 356	12 492	14 196
	3 x 226	150 x 226				
	3 x 180	150 x 180		9 085	9 994	11 356
1/4 page	5 x 88	254 x 88		7 571	8 328	9 464
	2 x 226	99 x 226				
	3 x 134	150 x 134		6 814	7 495	8 517
	2 x 180	99 x 180		6 057	6 662	7 571
	5 x 66	254 x 66		5 678	6 246	7 098
	3 x 88	150 x 88		4 543	4 997	5 678
	2 x 134	99 x 134				
	5 x 42	254 x 42		3 785	4 164	4 732
	1 x 226	47 x 226				
	3 x 66	150 x 66		3 407	3 748	4 259
	2 x 88	99 x 88		3 028	3 331	3 785
	1 x 180	47 x 180				
	2 x 66	99 x 66		2 271	2 498	2 839
	3 x 42	150 x 42		2 121	2 333	2 651
	1 x 134	47 x 134				
	2 x 42	99 x 42		1 009	1 110	1 262
	1 x 88	47 x 88				
	1 x 66	47 x 66		757	833	946
	1 x 42	47 x 42		482	530	602

\* Multichannel solution HS + HS.fi



## Text Ads

### Text, City News, Culture, Finance, Science, International, Sports, Travel Ad Pages

Modules	Columns x mm	mm x mm	*	Monday-Thursday, EUR	Friday-Saturday, EUR	Sunday, EUR
2/1 page	10 x 365	528 x 365	*	38 988	42 887	48 735
2/1 page, half	10 x 180	528 x 180		26 288	28 917	32 860
1/1 page	5 x 365	254 x 365	*	22 279	24 507	27 849
	5 x 226	254 x 226		15 773	17 350	19 716
	3 x 365	150 x 365	*	16 041	17 645	20 051
1/2 page	5 x 180	254 x 180	*	13 367	14 704	16 709
	2 x 365	99 x 365		10 095	11 104	12 618
	5 x 134	254 x 134		9 464	10 410	11 830
	3 x 226	150 x 226		7 571	8 328	9 464
	3 x 180	150 x 180		6 309	6 940	7 886
1/4 page	5 x 88	254 x 88		5 678	6 246	7 098
	2 x 226	99 x 226		5 047	5 552	6 309
	3 x 134	150 x 134		4 732	5 205	5 915
	2 x 180	99 x 180		3 785	4 164	4 732
	5 x 66	254 x 66		3 155	3 470	3 943
	3 x 88	150 x 88		2 839	3 123	3 549
	2 x 134	99 x 134		2 524	2 776	3 155
	5 x 42	254 x 42		1 893	2 082	2 366
	1 x 226	47 x 226		1 767	1 944	2 209
	3 x 66	150 x 66		841	925	1 052
	2 x 88	99 x 88		631	694	789
	1 x 180	47 x 180		401	442	502
	2 x 66	99 x 66				
	3 x 42	150 x 42				
	1 x 134	47 x 134				
	2 x 42	99 x 42				
	1 x 88	47 x 88				
	1 x 66	47 x 66				
	1 x 42	47 x 42				

\* Multichannel solution HS + HS.fi

# HELSINGIN SANOMAT

## Text Ads

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Floating Ads				
Modules	Columns x mm	mm x mm	*	EUR
<b>Domestic (the ad is published with the Domestic news in Section A of the paper). Floating time one week</b>				
1/1 page	5 x 365	254 x 365	*	19 383
1/2 page	5 x 180	254 x 180	*	11 630
	2 x 365	99 x 365		8 782
	3 x 180	150 x 180		6 587
1/4 page	5 x 88	254 x 88		5 489
	2 x 180	99 x 180		4 391
	2 x 88	99 x 88		2 196
<b>Domestic (the ad is published with the Domestic news in Section A of the paper). Floating time 3 days</b>				
1/1 page	5 x 365	254 x 365	*	22 724
1/2 page	5 x 180	254 x 180	*	13 635
	2 x 365	99 x 365		10 297
	3 x 180	150 x 180		7 722
1/4 page	5 x 88	254 x 88		6 435
	2 x 180	99 x 180		5 148
	2 x 88	99 x 88		2 574
<b>Text. Floating time one week</b>				
1/1 page	5 x 365	254 x 365	*	16 152
1/2 page	5 x 180	254 x 180	*	9 691
	2 x 365	99 x 365		7 319
	3 x 180	150 x 180		5 489
1/4 page	5 x 88	254 x 88		4 574
	2 x 180	99 x 180		3 659
	2 x 88	99 x 88		1 830
<b>Text. Floating time 3 days</b>				
1/1 page	5 x 365	254 x 365	*	18 937
1/2 page	5 x 180	254 x 180	*	11 362
	2 x 365	99 x 365		8 580
	3 x 180	150 x 180		6 435
1/4 page	5 x 88	254 x 88		5 363
	2 x 180	99 x 180		4 290
	2 x 88	99 x 88		2 145

\* Multichannel solution HS + HS.fi

# HELSINGIN SANOMAT

## Regional Advertising

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In regional advertising, you can choose one or two regions. The price for two regions is the sum of the rate for each region. If you choose three regions, your ads will be visible nationwide. Multichannel options do not apply to the sizes of HS Retail.

<b>Retail, East or West</b>					
Modules	Columns x mm	mm x mm	Monday, EUR*	Tuesday-Thursday, EUR	Friday-Sunday, EUR*
2/1 page	10 x 365	528 x 365	15 346	13 812	15 346
1/1 page	5 x 365	254 x 365	8 770	7 893	8 770
	3 x 365	150 x 365	5 608	5 048	5 608
1/2 page	5 x 180	254 x 180	5 341	4 807	5 341
	3 x 180	150 x 180	1 418	1 276	1 418
1/4 page	5 x 88	254 x 88	1 351	1 216	1 351
	2 x 180	99 x 180	1 063	957	1 063
	3 x 88	150 x 88	779	701	779
	2 x 88	99 x 88	449	404	449
	1 x 180	47 x 180			
2 x 42	99 x 42	212	191	212	
	1 x 88	47 x 88			
	1 x 42	47 x 88	118	106	118

\* On Mondays and Fridays the Retail section is also published in HS Metro in addition to Helsingin Sanomat (HS Tehopaketti Booster Package).

<b>Retail, Centre</b>					
Modules	Columns x mm	mm x mm	Monday, EUR*	Tuesday-Thursday, EUR	Friday-Sunday, EUR*
2/1 page	10 x 365	528 x 365	17 152	15 437	17 152
1/1 page	5 x 365	254 x 365	9 801	8 821	9 801
	3 x 365	150 x 365	6 008	5 407	6 008
1/2 page	5 x 180	254 x 180	5 722	5 150	5 722
	3 x 180	150 x 180	1 543	1 388	1 543
1/4 page	5 x 88	254 x 88	1 469	1 322	1 469
	2 x 180	99 x 180	1 157	1 041	1 157
	3 x 88	150 x 88	848	763	848
	2 x 88	99 x 88	488	439	488
	1 x 180	47 x 180			
2 x 42	99 x 42	232	208	232	
	1 x 88	47 x 88			
	1 x 42	47 x 88	129	116	129

\* On Mondays and Fridays the Retail section is also published in HS Metro in addition to Helsingin Sanomat (HS Tehopaketti Booster Package).

VAT is added to the prices.

# HELSINGIN SANOMAT

Thursday Section (Food, Health, Life), Nyt Weekly Supplement (weekly events and TV Guide), Saturday Section (Travel, Cars & Technology)

Thursday Section, Nyt, Saturday Section						
Modules	Columns x mm	mm x mm	*	Thursday Section	Nyt, Friday	Saturday Section
2/1 page	10 x 365	528 x 365	*	25 342	27 876	27 876
2/1 page, half	10 x 180	528 x 180		17 087	18 796	18 796
1/1 page	5 x 365	254 x 365	*	14 481	15 929	15 929
	5 x 226	254 x 226		10 252	11 278	11 278
	3 x 365	150 x 365	*	10 427	11 469	11 469
1/2 page	5 x 180	254 x 180	*	8 689	9 558	9 558
	2 x 365	99 x 365		6 562	7 218	7 218
	5 x 134	254 x 134		6 151	6 767	6 767
	3 x 226	150 x 226				
	3 x 180	150 x 180		4 921	5 413	5 413
1/4 page	5 x 88	254 x 88		4 101	4 511	4 511
	2 x 226	99 x 226				
	3 x 134	150 x 134		3 691	4 060	4 060
	2 x 180	99 x 180		3 281	3 609	3 609
	5 x 66	254 x 66		3 076	3 383	3 383
	3 x 88	150 x 88		2 461	2 707	2 707
	2 x 134	99 x 134				
	5 x 42	254 x 42		2 050	2 256	2 256
	1 x 226	47 x 226				
	3 x 66	150 x 66		1 845	2 030	2 030
	2 x 88	99 x 88		1 640	1 804	1 804
	1 x 180	47 x 180				
	2 x 66	99 x 66		1 230	1 353	1 353
	3 x 42	150 x 42		1 149	1 264	1 264
	1 x 134	47 x 134				
	2 x 42	99 x 42		547	601	601
	1 x 88	47 x 88				
	1 x 66	47 x 66		410	451	451
	1 x 42	47 x 42		261	287	287

\* Multichannel solution HS + HS.fi

## Classified Ads

### Classified Ads and Sports Associations

Apartments\*\*, Motor Vehicles\*\*\*, Antiques and Collections, Animal World, Home, Education, Services, Goods and Hobbies, Announcements, Leisure Time, Depot\*\*\*, Boats\*\*\*, Enterprises.

Modules	Columns x mm	mm x mm	*	Monday-Thursday, EUR	Friday-Saturday, EUR	Sunday, EUR
2/1 page	10 x 365	528 x 365	*	21 123	23 235	26 403
2/1 page, half	10 x 180	528 x 180		14 242	15 667	17 803
1/1 page	5 x 365	254 x 365	*	14 218	15 641	17 773
	5 x 226	254 x 226		10 302	11 332	12 878
	3 x 365	150 x 365	*	10 352	11 387	12 939
1/2 page	5 x 180	254 x 180	*	8 731	9 604	10 914
	2 x 365	99 x 365		6 514	7 166	8 143
	5 x 134	254 x 134		6 136	6 749	7 670
	3 x 226	150 x 226				
	3 x 180	150 x 180		4 327	4 760	5 409
1/4 page	5 x 88	254 x 88		4 029	4 432	5 037
	2 x 226	99 x 226				
	3 x 134	150 x 134		2 586	2 844	3 232
	2 x 180	99 x 180		2 315	2 547	2 894
	5 x 66	254 x 66		2 021	2 224	2 527
	3 x 88	150 x 88		1 698	1 867	2 122
	2 x 134	99 x 134				
	5 x 42	254 x 42		1 454	1 599	1 817
	1 x 226	47 x 226				
	3 x 66	150 x 66		1 273	1 401	1 592
	1 x 180	47 x 180		963	1 059	1 203
	2 x 88	99 x 88				
	2 x 66	99 x 66		721	794	902
	3 x 42	150 x 42		689	758	862
	1 x 134	47 x 134				
	2 x 42	99 x 42		389	428	486
	1 x 88	47 x 88				
	1 x 66	47 x 66		306	336	382
	1 x 42	47 x 42		194	213	243
<b>Line Ads</b>				<b>EUR/cmm</b>		
The minimum height is 6 mm for 1-column line ads and 20 mm for 2-column ads. The maximum height of line ads is 134 mm.				2.52	2.79	3.11

\* Multichannel solution HS + HS.fi

\*\* Apartments are published in the Home Section on Sundays.

\*\*\* Motor Vehicles, Boats and Depot are published in the Saturday Section on Saturdays.



# HELSINGIN SANOMAT

## Job Advertisements

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In the classified ads from Mon-Sat. In the B Section of the paper after the Career & Jobs content on Sundays.

Jobs						
Modules	Columns x mm	mm x mm	*	Monday-Thursday, EUR	Friday-Saturday, EUR	Sunday, EUR
2/1 page	10 x 365	528 x 365	*	32 360	35 596	40 450
2/1 page, half	10 x 180	528 x 180		21 819	24 001	27 274
1/1 page	5 x 365	254 x 365	*	18 491	20 341	23 114
	5 x 226	254 x 226		13 092	14 401	16 364
	3 x 365	150 x 365	*	13 314	14 645	16 642
1/2 page	5 x 180	254 x 180	*	11 095	12 204	13 869
	2 x 365	99 x 365		8 379	9 216	10 473
	5 x 134	254 x 134		7 855	8 640	9 819
	3 x 226	150 x 226				
	3 x 180	150 x 180		6 284	6 912	7 855
1/4 page	5 x 88	254 x 88		5 237	5 760	6 546
	2 x 226	99 x 226				
	3 x 134	150 x 134		4 713	5 184	5 891
	2 x 180	99 x 180		4 189	4 608	5 237
	5 x 66	254 x 66		3 927	4 320	4 909
	3 x 88	150 x 88		3 142	3 456	3 927
	2 x 134	99 x 134				
	5 x 42	254 x 42		2 618	2 880	3 273
	1 x 226	47 x 226				
	3 x 66	150 x 66		2 356	2 592	2 946
	2 x 88	99 x 88		2 095	2 304	2 618
	1 x 180	47 x 180				
	2 x 66	99 x 66		1 571	1 728	1 964
	3 x 42	150 x 42		1 467	1 613	1 833
	1 x 134	47 x 134				
	2 x 42	99 x 42		698	768	873
	1 x 88	47 x 88				
	1 x 66	47 x 66		524	576	655
	1 x 42	47 x 42		333	367	417

\* Multichannel solution HS + HS.fi

### Line Ads

	Monday-Thursday, mm, EUR/cmm	Friday-Saturday, mm, EUR/cmm	Sunday, mm, EUR/cmm
The minimum height is 6 mm for 1-column line ads and 20 mm for 2-column ads. The maximum height for 1- and 2-column line ads is 134 mm.	5.90	6.49	7.37

### Nominations (Sunday), Career & Jobs

Line Ads	Sunday, EUR/cmm
Ad width is always 1 column (47 mm). Book a Nomination online at <a href="https://hs.fi/nimitykset">HS.fi/nimitykset</a> .	2.76

# HELSINGIN SANOMAT

## New Buildings Supplement

### Publication

Published on Wednesdays 11 times a year

16.1, 13.2, 13.3, 10.4., 15.5., 12.6., 14.8., 11.9., 9.10., 13.11. and 11.12.

### Schedules

Bookings	Materials to be Prepared	Pre-made materials
Friday 12 noon of the prev. week	Friday 12 noon of the prev. week	By Monday 12 noon

### New Buildings Supplement

Fixed Positions	Columns x mm	mm x mm	EUR
Front page	5 x 226	254 x 226	10 656
Back page	5 x 365	254 x 365	8 526
Modules	Columns x mm	mm x mm	EUR
Spread, 2/1 page	10 x 365	528 x 365	15 502
1/1 page	5 x 365	254 x 365	7 751
½ page, horizontal	5 x 180	254 x 180	3 876
¼ page, horizontal	5 x 88	254 x 88	1 938

Multichannel options do not apply to the New Buildings Supplement.

# HELSINGIN SANOMAT

## Family Announcements

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### Family Announcements

Only private individuals' ads are published in these sections.

Births, Engagements, Marriages, Greetings and Congratulations*	Monday-Thursday	Friday-Saturday	Sunday
	Four-colour/black-and-white, EUR/cmm		
Line, drawn and picture ads	1.79	1.89	2.09
Birthdays, Wedding Anniversaries, Families, Invitations, Thanks, Missing, Found*	Four-colour/black-and-white, EUR/cmm		
	Line and picture ads	1.79	1.89
The minimum height is 6 mm for 1-column line ads and 20 mm for 2-column ads. The minimum height of drawn and picture ads is 42 mm. The maximum height for 1-column line ads is 134 mm.			
Obituaries, Remembrances**	Black-and-white, EUR/cmm		
The minimum height is 66 mm. The maximum height for 1-column ads is 134 mm.	3.31	3.71	4.27
Thanking for Condolences*	Black-and-white, EUR/cmm		
The minimum height is 42 mm.	1.79	1.89	2.09

\* The prices include VAT.

\*\* VAT is added to the prices.

### Remembrance Cards, Funeral Services, Wedding Services, Family Celebrations, Estate Inventories, Photography Services

Modules	Columns x mm	mm x mm	Monday-Thursday, EUR	Friday-Saturday, EUR	Sunday, EUR
2/1 page	10 x 365	528 x 365	21 123	23 235	26 403
2/1 page, half	10 x 180	528 x 180	14 242	15 667	17 803
1/1 page	5 x 365	254 x 365	13 541	14 896	16 927
	5 x 226	254 x 226	10 302	11 332	12 878
	3 x 365	150 x 365	10 352	11 387	12 939
1/2 page	5 x 180	254 x 180	8 731	9 604	10 914
	2 x 365	99 x 365	6 514	7 166	8 143
	5 x 134	254 x 134	6 136	6 749	7 670
1/4 page	3 x 226	150 x 226	4 327	4 760	5 409
	3 x 180	150 x 180	4 029	4 432	5 037
	5 x 88	254 x 88	2 586	2 844	3 232
	2 x 226	99 x 226	2 315	2 547	2 894
	3 x 134	150 x 134	2 021	2 224	2 527
	2 x 180	99 x 180	1 698	1 867	2 122
	5 x 66	254 x 66	1 454	1 599	1 817
	3 x 88	150 x 88	1 273	1 401	1 592
	2 x 134	99 x 134	963	1 059	1 203
	5 x 42	254 x 42	721	794	902
	1 x 226	47 x 226	689	758	862
	3 x 66	150 x 66	389	428	486
	1 x 180	47 x 180	306	336	382
	2 x 88	99 x 88	194	213	243
	2 x 66	99 x 66			
	3 x 42	150 x 42			
	1 x 134	47 x 134			
	2 x 42	99 x 42			
	1 x 88	47 x 88			
	1 x 66	47 x 66			
	1 x 42	47 x 42			
<b>Line Ads</b>			<b>Monday-Thursday, mm, EUR/cmm</b>	<b>Friday-Saturday, mm, EUR/cmm</b>	<b>Sunday, mm, EUR/cmm</b>
The minimum height is 6 mm for 1-column line ads and 20 mm for 2-column ads. The maximum height of line ads is 134 mm.			2.52	2.79	3.11

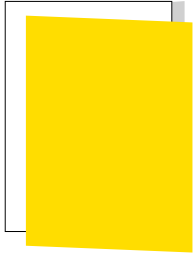
# HELSINGIN SANOMAT

## Inserts

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### Insert Formats with a Newspaper Layout

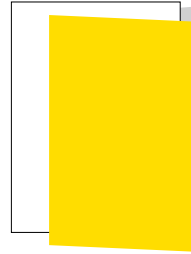
#### Standard Products



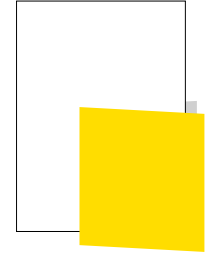
**Broadsheet**  
400 mm x 560 mm



**Tabloid**  
280 mm x 400 mm

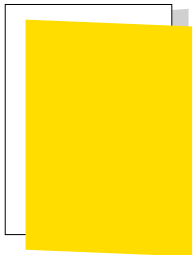


**Narrow broadsheet**  
355 mm x 560 mm

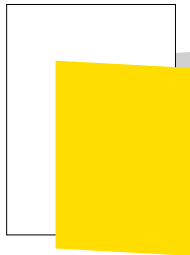


**Low tabloid**  
280 mm x 355 mm

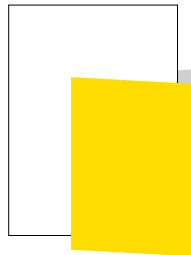
#### Cropped Products



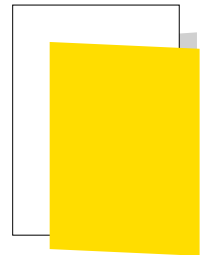
**Broadsheet**  
385 mm x 520 mm



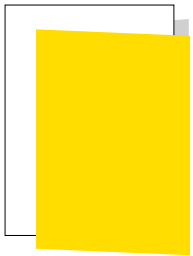
**Poster tabloid**  
295 mm x 440 mm



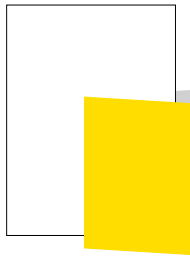
**Tabloid**  
260 mm x 380 mm



**Narrow broadsheet**  
335 mm x 520 mm



**Large poster tabloid**  
340 mm x 440 mm



**Low tabloid**  
240 mm x 320 mm  
or 260 mm x 330 mm

#### Dimensions of Pre-made Prints

Maximum size	width 280 mm, height 400 mm
Minimum size	width 105 mm, height 220 mm

## Inserts

Helsingin Sanomat				
Broadsheet/Tabloid		Rates EUR / 1 000 copies		
Special newsprint	Weight	Less than 50 000 copies	50 000 - 149 999 copies	More than 150 000 copies
	under 20 g	160	152	143
4 / 8 pages	20 - 29 g	168	160	150
6 / 12 pages	30 - 40 g	178	169	157
8 / 16 pages	41 - 50 g	188	179	166
10 / 20 pages	51 - 60 g	200	191	176
12 / 24 pages	61 - 70 g	221	210	196
	71 - 80 g	241	230	213
14 / 28 pages	81 - 90 g	261	249	230
16 / 32 pages	91 - 100 g	283	270	248
18 / 36 pages	101 - 110 g	303	289	267
20 / 40 pages	111 - 120 g	324	308	285

A 20% discount is offered for distribution on Monday and Tuesday. A 10% increase is added to the Sunday distribution rate.

## Cancellations

Cancellations must be made one (1) month prior to the publication day. Cancellations made after this are subject to a 30% charge of the gross distribution rate. The net distribution rate will be charged for inserts cancelled after the material deadline.

Fixed Insert* Helsingin Sanomat Full Issue and Digital Edition			
	Monday-Thursday, EUR	Friday-Saturday, EUR	Sunday, EUR
4 pages	43 260	47 586	49 749
8 pages	64 890	71 379	74 624

4 or 8 consecutive pages within the paper. No pre-determined placement.

\* Multichannel solution HS + HS.fi

## Contacts

ilmoitusliitteet@sanoma.fi



# HS TEHOPAKETTI

## Helsingin Sanomat + HS Metro

[Back to Table of Contents](#) 

### Text, City News, Culture, Finance, Science, International, Sports, Travel

Modules	Columns x mm	mm x mm	*	Monday and Friday, EUR
2/1 page	10 x 365	528 x 365	*	46 699
2/1 page, half	10 x 180	528 x 180		31 178
1/1 page	5 x 365	254 x 365	*	26 814
	5 x 226	254 x 226		18 909
	3 x 365	150 x 365	*	18 976
1/2 page	5 x 180	254 x 180	*	15 813
	2 x 365	99 x 365		12 119
	5 x 134	254 x 134		11 335
	3 x 226	150 x 226		
	3 x 180	150 x 180		9 086
1/4 page	5 x 88	254 x 88		7 564
	2 x 226	99 x 226		
	3 x 134	150 x 134		6 804
	2 x 180	99 x 180		6 067
	5 x 66	254 x 66		5 673
	3 x 88	150 x 88		4 530
	2 x 134	99 x 134		
	5 x 42	254 x 42		3 764
	1 x 226	47 x 226		
	3 x 66	150 x 66		3 404
	2 x 88	99 x 88		3 023
	1 x 180	47 x 180		
	2 x 66	99 x 66		2 269
	3 x 42	150 x 42		2 119
	1 x 134	47 x 134		
	2 x 42	99 x 42		1 079
	1 x 88	47 x 88		
	1 x 66	47 x 66		808
	1 x 42	47 x 42		515

\* Multichannel solution HS + HS.fi + HS Metro.

# HS TEHOPAKETTI


## Helsingin Sanomat + HS Metro

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With HS Tehopaketti Booster Package, you can choose the position in Helsingin Sanomat. In HS Metro, the ad is placed within the text.

Domestic				
Modules	Columns x mm	mm x mm	*	Monday and Friday, EUR
2/1 page	10 x 365	528 x 365	*	54 637
2/1 page, half	10 x 180	528 x 180		36 479
1/1 page	5 x 365	254 x 365	*	31 373
	5 x 226	254 x 226		22 124
	3 x 365	150 x 365	*	22 202
1/2 page	5 x 180	254 x 180	*	18 501
	2 x 365	99 x 365		14 179
	5 x 134	254 x 134		13 262
	3 x 226	150 x 226		
	3 x 180	150 x 180		10 631
1/4 page	5 x 88	254 x 88		8 849
	2 x 226	99 x 226		
	3 x 134	150 x 134		7 960
	2 x 180	99 x 180		7 099
	5 x 66	254 x 66		6 637
	3 x 88	150 x 88		5 300
	2 x 134	99 x 134		
	5 x 42	254 x 42		4 403
	1 x 226	47 x 226		
	3 x 66	150 x 66		3 982
	2 x 88	99 x 88		3 537
	1 x 180	47 x 180		
	2 x 66	99 x 66		2 655
	3 x 42	150 x 42		2 479
	1 x 134	47 x 134		
	2 x 42	99 x 42		1 263
	1 x 88	47 x 88		
	1 x 66	47 x 66		945
	1 x 42	47 x 42		602

\* Multichannel solution HS + HS.fi + HS Metro.

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# HS TEHOPAKETTI

## Helsingin Sanomat + HS Metro

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See the list of categories of Classified Ads on page 21.

Classified Ads				
Modules	Columns x mm	mm x mm	*	Monday and Friday, EUR
2/1 page	10 x 365	528 x 365	*	27 187
2/1 page, half	10 x 180	528 x 180		18 089
1/1 page	5 x 365	254 x 365	*	17 785
	5 x 226	254 x 226		12 617
	3 x 365	150 x 365	*	12 567
1/2 page	5 x 180	254 x 180	*	10 575
	2 x 365	99 x 365		7 848
	5 x 134	254 x 134		7 398
	3 x 226	150 x 226		
	3 x 180	150 x 180		5 297
1/4 page	5 x 88	254 x 88		4 953
	2 x 226	99 x 226		
	3 x 134	150 x 134		3 331
	2 x 180	99 x 180		2 980
	5 x 66	254 x 66		2 639
	3 x 88	150 x 88		2 186
	2 x 134	99 x 134		
	5 x 42	254 x 42		1 843
	1 x 226	47 x 226		
	3 x 66	150 x 66		1 638
	2 x 88	99 x 88		1 287
	1 x 180	47 x 180		
	2 x 66	99 x 66		965
	3 x 42	150 x 42		919
	1 x 134	47 x 134		
	2 x 42	99 x 42		545
	1 x 88	47 x 88		
	1 x 66	47 x 66		422
	1 x 42	47 x 42		268

\* Multichannel full-page. HS print paper + one-day visibility in HS.fi articles + HS Metro.

HS Tehopaketti Booster Package regional rates (Retail) can be found on the Helsingin Sanomat price list on page 30.

# HS METRO

## Ad Rates

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### Fixed Positions

	Columns	mm x mm	Monday and Friday, EUR
Centrefold	10 x 365	528 x 365	12 117
Spread, pages 2-3			
Page 3	5 x 365	254 x 365	7 128
Back page			7 775
Front page corner + bottom banner			3 691
Front page bottom banner	5 x 50	254 x 50	2 563
TV page	5 x 88	254 x 88	2 195
Front page corner	1 x 120	47 x 120	1 540

### Creative Solutions

	mm x mm	Monday and Friday, EUR
Wrap	2 x 528 x 375	33 615
Mini wrap	331 x 375 + 197 x 50	16 223
Giant circle	diameter 365 mm	12 117
Circle (diameter 125 mm)	diameter 125 mm	2 197
Circle (diameter 100 mm)	diameter 100 mm	1 804
Spread embedding	50% of spread print area	12 117
Embedding / Page dominator	50% of page print area	6 479

Within Text			
Modules	Columns x mm	mm x mm	Monday and Friday, EUR
2/1 page	10 x 365	528 x 365	11 015
2/1 page, half	10 x 180	528 x 180	6 986
1/1 page	5 x 365	254 x 365	6 479
	5 x 226	254 x 226	4 481
	3 x 365	150 x 365	4 193
1/2 page	5 x 180	254 x 180	3 494
	2 x 365	99 x 365	2 892
	5 x 134	254 x 134	2 673
3 x 226	150 x 226		
1/4 page	3 x 180	150 x 180	2 165
	5 x 88	254 x 88	1 792
	2 x 226	99 x 226	
	3 x 134	150 x 134	1 608
	2 x 180	99 x 180	1 457
	5 x 66	254 x 66	1 344
	3 x 88	150 x 88	1 064
	2 x 134	99 x 134	
	5 x 42	254 x 42	870
	1 x 226	47 x 226	
3 x 66	150 x 66	806	
2 x 88	99 x 88	713	
1 x 180	47 x 180		
2 x 66	99 x 66	538	
3 x 42	150 x 42	502	
1 x 134	47 x 134		
2 x 42	99 x 42	340	
1 x 88	47 x 88		
1 x 66	47 x 66	253	
1 x 42	47 x 42	162	

# HS METRO

## Ad Rates

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See the list of categories of Classified Ads on p. 21-22.

Classified Ads			
Modules	Columns x mm	mm x mm	Monday and Friday, EUR
2/1 page	10 x 365	528 x 365	8 664
2/1 page, half	10 x 180	528 x 180	5 495
1/1 page	5 x 365	254 x 365	5 096
	5 x 226	254 x 226	3 307
	3 x 365	150 x 365	3 165
1/2 page	5 x 180	254 x 180	2 634
	2 x 365	99 x 365	1 905
	5 x 134	254 x 134	1 803
	3 x 226	150 x 226	
	3 x 180	150 x 180	1 385
1/4 page	5 x 88	254 x 88	1 319
	2 x 226	99 x 226	
	3 x 134	150 x 134	1 065
	2 x 180	99 x 180	949
	5 x 66	254 x 66	883
	3 x 88	150 x 88	697
	2 x 134	99 x 134	
	5 x 42	254 x 42	555
	1 x 226	47 x 226	
	3 x 66	150 x 66	521
	2 x 88	99 x 88	463
	1 x 180	47 x 180	
	2 x 66	99 x 66	348
	3 x 42	150 x 42	329
	1 x 134	47 x 134	
2 x 42	99 x 42	223	
1 x 88	47 x 88		
1 x 66	47 x 66	167	
1 x 42	47 x 42	106	
	Freely selected sizes	cmm	3.13



## Inserts

Fixed Insert and Line Insert	
	Monday and Friday, EUR
4 pages	15 000
8 pages	25 000
12 pages	32 000
16 pages	40 000

\* Fixed line inserts are 4 or 8 pages long.  
12- and 16-page line inserts are printed at the same time as HS Metro on the same paper.

### Cancellations

Cancellations must be made one (1) month prior to the publication day. Cancellations made after this are subject to a 30% charge of the gross distribution rate. The net distribution rate will be charged for inserts cancelled after the material deadline.

## Distribution Solutions

Distribution Solutions		
Number of distributors	Distribution volume, pcs, max.	EUR
10	6 000	2 500
20	12 000	5 000
30	18 000	7 125
50	30 000	11 250
100	60 000	21 250

The distribution solutions are net-priced, no media agency discount is granted. Distribution solutions always require an ad in HS Metro; the ad is not included in the distribution price.

## HS VIIKKO

Fixed Positions			
Fixed Position	Columns x mm	mm x mm	Friday, EUR
A Section back page	5 x 365	254 x 365	900
B Section back page	5 x 365	254 x 365	900
Modules			
2/1 page	10 x 365	528 x 365	1 500
1/1 page	5 x 365	254 x 365	900
1/2 page	5 x 180	254 x 180	550

# HS LOCALS

## Ad Rates

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### Fixed Positions

	mm x mm	HS Espoo, EUR	HS Vantaa, EUR	HS Helsinki, EUR
Centrefold	10 x 365	14 025	9 116	19 635
Spread, pages 2-3	10 x 365			
Page 3	5 x 365	8 250	5 363	11 550
Back page	5 x 365	9 000	5 850	12 600
Front page bottom banner	5 x 50	3 000	1 950	4 200
Front page corner	1 x 120	1 800	1 170	2 520

### Fixed inserts

	All issues*, EUR
4 pages	43 900
8 pages	65 900

\* Fixed inserts can only be bought together for all issues.

HS Locals are distributed on Wednesdays to households in the Helsinki Metropolitan Area without an advertising ban. On Thursdays to subscribers of Helsingin Sanomat in between the paper.

### HS + HS Locals\*

Fixed Position	Columns x mm	mm x mm	EUR
1/1 page	5 x 365	254 x 365	32 779
1/2 page	5 x 180	254 x 180	19 667

\* The national package solution includes HS + HS.fi multichannel solution on the selected day, Mon-Thu, as well as HS Espoo, HS Helsinki and HS Vantaa (Wed-Thu on the same week). Placement in the papers: within text.

# HS LOCALS

## Ad Rates

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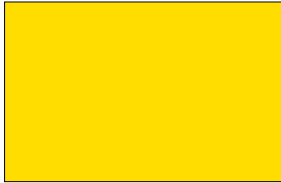
Within Text					
Modules	Columns x mm	mm x mm	HS Espoo, EUR	HS Vantaa, EUR	HS Helsinki, EUR
2/1 page	10 x 365	528 x 365	12 751	8 288	17 851
2/1 page, half	10 x 180	528 x 180	8 087	5 257	11 322
1/1 page	5 x 365	254 x 365	7 500	4 875	10 500
	5 x 226	254 x 226	5 300	3 445	7 420
	3 x 365	150 x 365	5 150	3 348	7 210
1/2 page	5 x 180	254 x 180	4 200	2 730	5 880
	2 x 365	99 x 365	3 200	2 080	4 480
	5 x 134	254 x 134	3 094	2 011	4 332
3 x 226	150 x 226				
1/4 page	3 x 180	150 x 180	1 677	1 398	1 973
	5 x 88	254 x 88	1 598	1 332	1 880
	2 x 226	99 x 226			
	3 x 134	150 x 134	1 433	1 194	1 686
	2 x 180	99 x 180	1 258	1 048	1 480
	5 x 66	254 x 66	1 160	967	1 365
	3 x 88	150 x 88	922	768	1 085
	2 x 134	99 x 134			
	5 x 42	254 x 42	754	628	887
	1 x 226	47 x 226			
3 x 66	150 x 66	699	583	822	
2 x 88	99 x 88	531	443	625	
1 x 180	47 x 180				
2 x 66	99 x 66	401	334	472	
3 x 42	150 x 42	374	312	440	
1 x 134	47 x 134				
2 x 42	99 x 42	251	209	295	
1 x 88	47 x 88				
1 x 66	47 x 66	187	156	220	
1 x 42	47 x 42	139	116	164	

HS Locals are distributed on Wednesdays to households in the Helsinki Metropolitan Area without an advertising ban. On Thursdays to subscribers of Helsingin Sanomat in between the paper.

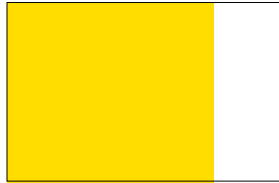
# HS KUUKAUSILIITE MONTHLY SUPPLEMENT

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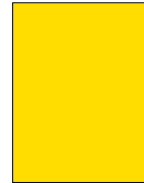

## Ad Sizes



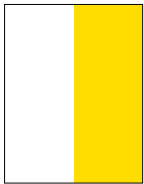
2/1 page  
460 mm x 297 mm



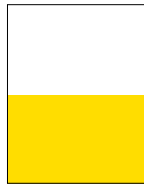
1 1/2 pages  
342 mm x 297 mm



1/1 page  
230 mm x 297 mm



1/2 page  
112 mm x 297 mm



1/2 page  
230 mm x 146 mm



1/4 page  
60 mm x 297 mm



1/4 page  
112 mm x 146 mm



Back page  
230 mm x 272 mm

5 mm bleeds must be added around the edges of all ad materials. The content elements should be positioned about 5 mm from the outer edges of the ad.

## HS Kuukausiliite Monthly Supplement

Fixed Positions	mm x mm	EUR
Spread, pages 2-3	460 x 297	28 898
Spread, pages 4-5	460 x 297	28 898
Spread, pages 6-7	460 x 297	28 898
Page next to Table of Contents, 1/1	230 x 297	15 632
Back page	230 x 272	17,053
Module	mm x mm	EUR
2/1 page	460 x 297	26 273
1 1/2 pages	342 x 297	22 727
1/1 page	230 x 297	14 211
1/2 page, horizontal	230 x 146	9 222
1/2 page, vertical	112 x 297	9 222
1/4 page	112 x 146	4 752
1/4 page, vertical	60 x 297	4 752

# HS KUUKAUSILIITE

## Inserts

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Distribution Area		All of Finland	Uusimaa Region	Helsinki Metropolitan Area
<b>Stapled Insert</b>	<b>Paper</b>	<b>300 000 pcs, EUR</b>	<b>220 000 pcs, EUR</b>	<b>160 000 pcs, EUR</b>
4 pages	115 g/m <sup>2</sup>	Request an all-inclusive offer, which includes insert printing, paper, enclosure and distribution.		
8 pages	70 g/m <sup>2</sup> or 90 g/m <sup>2</sup>			
12 pages	70 g/m <sup>2</sup>			
16 pages	70 g/m <sup>2</sup>			

The insert size is 210 x 280 mm.

Insert paper for inserts with 4 pages is G-print 115 g or Lumiforte 115 g.

Insert paper for inserts with 8 pages is Novapress Silk 70 g or Novapress Silk 90 g.

Insert paper for inserts with 12 or 16 pages is Novapress Silk 70 g.

	Distribution Rate EUR / 1 000 copies		
Distribution Area	All of Finland	Uusimaa Region	Helsinki Metropolitan Area
<b>Distribution Rates of Stapled and Glue-Drop Inserts</b>	<b>300 000 pcs</b>	<b>220 000 pcs</b>	<b>160 000 pcs</b>
Max. 11 g	94	94	94
11-25 g	106	106	106
26-30 g	122	122	122
31-40 g	129	129	129

A glue-drop insert is always positioned on top of the customer's own ad.

### Dimensions of Pre-made Prints

	Centrefold Insert	Glue-Drop Insert
Maximum size	width 210 mm, height 280 mm	width 190 mm, height 250 mm
Minimum size	width 115 mm, height 200 mm	width 60 mm, height 80 mm

### Cancellations

Cancellations must be made four (4) months prior to the publication day. Cancellations made after this are subject to a 30% charge of the gross distribution rate. The net distribution rate will be charged for inserts cancelled after the material deadline.

# HS TEEMA (THEME) MAGAZINE

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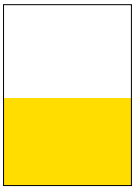

## Ad Sizes



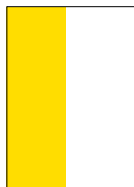
2/1 page  
340 mm x 240 mm \*



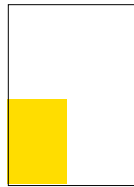
1/1 page  
170 mm x 240 mm \*



1/2 page  
170 mm x 115 mm



1/2 page  
78 mm x 240 mm



78 mm x 115 mm

## Column Widths

2 columns	
1 column	170 mm
2 columns	78 mm

\* 5 mm bleeds around the edges.  
Ads must have bleeds on all four edges of the page.  
The use of bleeds is indicated using crop marks.

## HS Teema (Theme) Magazine

Fixed Positions	Columns x mm	mm x mm	EUR
Page 3, 1/1 page	2 x 240	170 x 240	3 754
Back cover, 1/1 page	2 x 215	170 x 215	3 754
Modules			
2/1 page	4 x 240	340 x 240	6 775
1/1 page	2 x 240	170 x 240	3 754
1/2 page	2 x 115	170 x 115	2 518
1/2 page	1 x 240	78 x 240	2 518
1/4 page	1 x 115	78 x 115	1 259







# Ilta-Sanomat

The largest afternoon newspaper and the best-selling single-copy paper in Finland has inspired topics of discussion among Finns for already more than 80 years. Ilta-Sanomat newspapers are sold in thousands of newsstands around Finland and reach 71% of the readers of afternoon papers. Ilta-Sanomat allows you to reach consumers quickly and effectively.

### Customer Service

Advertising and media agencies, tel. +358 (0) 10 808 095  
Corporate customers: tel. +358 (0) 10 808 085  
yrityspalvelu@sanoma.fi

# ILTA-SANOMAT

## Publication and Schedules

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### Bookings and Materials

Publication Day	Bookings	Materials
Monday	Thu 3 pm	Fri 12 noon
Tuesday	Fri 3 pm	Mon 12 noon
Wednesday	Mon 3 pm	Tue 12 noon
Thursday	Tue 3 pm	Wed 12 noon
Friday	Wed 3 pm	Thu 12 noon
Saturday	Thu 3 pm	Fri 12 noon

Large print runs and special issues have different schedules.

### Themes on Weekdays

Monday	Health
Tuesday	Home
Wednesday	Travel
Thursday	Food
Friday	Cars

### Large Print Runs and Special Issues 2019

	Published	Bookings	Materials	Increase in Sales	Increase in Rate
Maundry Thursday	Thu 18.4.	12.4.	16.4.	30%	20%
Easter	Sat 20.4.	15.4.	17.4.	25%	20%
May Day	Tue 30.4.	22.4.	25.4.	20%	20%
Ascension Day	Wed 29.5.	23.5.	27.5.	20%	20%
Matriculation issue*				20%	20%
Midsummer	Thu 20.6.	10.6.	13.6.	100%	50%
All Saints' Day	Fri 1.11.	28.10.	30.10.	50%	20%
Independence Day	Thu 5.12.	27.11.	29.11.	50%	20%
Ind. Day Reception	Sat 7.12.	29.11.	3.12.	30%	30%
Christmas	Mon 23.12.	16.12.	18.12.	100%	50%
New Year's	Tue 31.12.	20.12.	27.12.	50%	20%

Bookings by 3 pm and materials by 12 noon. If the material needs preparation, the deadline is one business day earlier than above.

\* To be announced later at [media.sanoma.fi](http://media.sanoma.fi)

### In 2019, Ilta-Sanomat is not published on

New Year's Day	Tue 1.1.
Good Friday	Fri 19.4.
Easter Monday	Mon 22.4.
May Day	Wed 1.5.
Ascension Day	Thu 30.5.
Midsummer Eve	Fri 21.6.
Midsummer Day	Sat 22.6.
All Saints' Day	Sat 2.11.
Independence Day	Fri 6.12.
Christmas Eve	Tue 24.12.
Christmas Day	Wed 25.12.
Boxing Day	Thu 26.12.

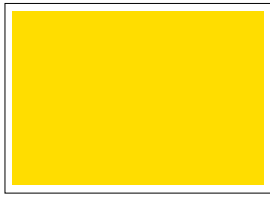
### Rate Increases

Weekend increase 10%  
Large print run increase 20-50%

# ILTA-SANOMAT

## Ad Sizes

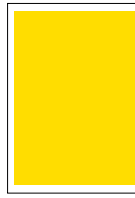
[Back to Table of Contents](#) 



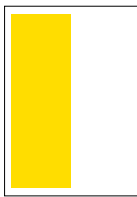
**Spread**  
528 x 365 mm  
12 x 365 mm



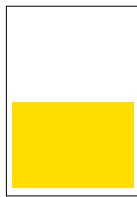
528 x 100 mm  
12 x 100 mm



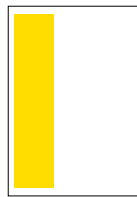
**1/1 page**  
254 x 365 mm  
6 x 365 mm



125 x 365 mm  
3 x 365 mm



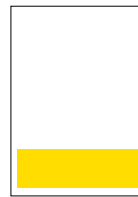
254 x 180 mm  
6 x 180 mm



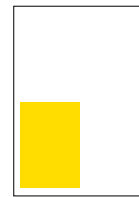
82 x 365 mm  
2 x 365 mm



254 x 100 mm  
6 x 100 mm



254 x 80 mm  
6 x 80 mm



125 x 180 mm  
3 x 180 mm

## Column Widths

Columns	Width
1	39 mm
2	82 mm
3	125 mm
4	168 mm
5	211 mm
6	254 mm
12	528 mm

### Fixed Positions

	Columns x mm	mm x mm	Weekdays, EUR	Saturday, EUR
First spread, p. 2-3	12 x 365	528 x 365	13 375	14 713
Page 3	6 x 365	254 x 365	6 900	7 590
Back page (Mon-Fri)	6 x 100	254 x 100	3 900	
Back page (Sat)	6 x 365	254 x 365		8 100
Large print run* back page	6 x 365	254 x 365		8 100
Large print run** back page	6 x 100	254 x 100	3 900	
TV page	6 x 70	254 x 70	1 960	2 156
Themed sections (Mon-Fri)	6 x 365	254 x 365	6 615	
	6 x 180	254 x 180	4 095	
	3 x 180	125 x 180	2 520	
	3 x 365	125 x 365	4 095	
	2 x 365	82 x 365	3 255	
	12 x 100	528 x 100	4 200	
	6 x 100	254 x 100	2 835	
Weather page	6 x 100	254 x 100		3 100
"Tästä Suomi puhuu" page	3 x 100	125 x 100	1 600	1 760
"Tästä Suomi puhuu" page	2 x 100	82 x 100	1 200	1 320
IS Plus back page	6 x 365	254 x 365		5 200

\* All large print runs except the matriculation issue, the Wednesday issue before Midsummer and the Independence Day Reception issue. A large print run increase will be added to the prices.

\*\* The matriculation issue, the Wednesday issue before Midsummer and the Independence Day Reception issue. A large print run increase will be added to the prices.

### Creative Solutions

	mm x mm	Weekdays, EUR	Saturday, EUR
A4	211 x 290	5 600	6 160
L	168 x 100 + 82 x 365	5 100	5 610
U	528 x 100 + 2 pcs 82 x 265	8 700	9 570
Path	528 x 82 + 2 pcs 82 x 138	10 700	11 770
Tunnel	274 x 226	10 700	11 770
Circle	max. diameter 240	8 190	9 009
Circle	max. diameter 168	5 070	5 577
Embedding	50% of spread area	12 200	13 420
Embedding	50% of page area	8 200	9 020

# ILTA-SANOMAT

## Rates

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### Text, Editorial Content

Modules	Columns x mm	mm x mm	Weekdays, EUR	Saturday, EUR
2/1 page	12 x 365	528 x 365	10 700	11 770
2/1 page, half	12 x 180	528 x 180	6 936	7 630
1/1 page	6 x 365	254 x 365	6 300	6 930
1/1 page (floating time 6 days)	6 x 365	254 x 365	5 500	
	12 x 100	528 x 100	4 000	4 400
1/2 page	3 x 365	125 x 365	3 900	4 290
	6 x 180	254 x 180	3 900	4 290
	2 x 365	82 x 365	3 100	3 410
	6 x 100	254 x 100	2 700	2 970
1/4 page	3 x 180	125 x 180	2 400	2 640
	6 x 80	254 x 80	2 200	2 420

Own, separate ad spot in Ilta-Sanomat, separated by a vignette.

### Retail

Modules	Columns x mm	mm x mm	Weekdays, EUR	Saturday, EUR
	3 x 180	125 x 180	1 566	1 723
	6 x 88	254 x 88	1 531	1 684
	2 x 180	82 x 180	1 044	1 148
	3 x 88	125 x 88	766	842
	1 x 180	39 x 180	522	574
	2 x 88	82 x 88	510	561
	1 x 88	39 x 88	255	281
	2 x 42	82 x 42	244	268
	1 x 42	39 x 42	122	134

# ILTA-SANOMAT

## Inserts

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### Ilta-Sanomat Fixed Insert and Line Insert\*

	EUR
4-page insert**	15 000
8-page insert	25 000
12-page insert*	32 000
16-page insert*	40 000

\* A line insert is printed at the same time as Ilta-Sanomat on the same paper. Inserts with 12 and 16 pages only as line inserts.

\*\* A 4-page insert is only possible as a fixed insert. No pre-determined placement.

### Dimensions of Pre-made Prints

Maximum size	width 280 mm, height 400 mm
Minimum size	width 105 mm, height 220 mm

### Loose Insert

A loose insert is enclosed between Ilta-Sanomat. Inserts with a newspaper layout can be printed at Sanomapaino.

#### Price, EUR

Distribution cost 0.14/copy,  
Regional targeting 0.02/copy

# ILTA-SANOMAT

## TV Guide

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### Bookings and Materials

**Publication Day** Wednesday.

**Bookings** 2 weeks prior to publication by 4 pm.

**Materials** By 3 pm on Thursday of the week prior to publication.

**In 2019, the IS TV Guide is not published** on Wed, 24.4, and Wed, 25.12.

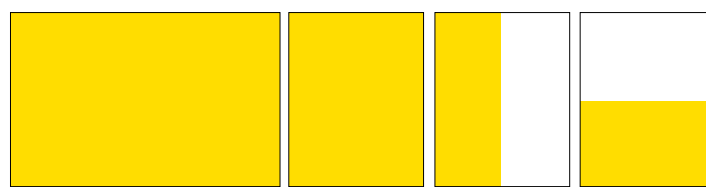
### Special Issues 2019

	Published	Bookings	Materials
Easter	Wed 17.4.	Wed 3.4.	Thu 11.4.
Midsummer	Wed 19.6.	Wed 5.6.	Thu 13.6.
Christmas	Wed 18.12.	Tue 3.12.	Thu 12.12.

The large print runs of the TV Guide contain programme listings for two weeks and are sold as single copies for two weeks from their publication. Bookings by 4.00 pm and materials by 3.00 pm. Bookings for a special issue of the TV Guide by 4.00 pm and materials by 3.00 pm.

### Column Widths

Columns	Width
1	56 mm
2	112 mm
4	230 mm
8	460 mm



<b>Spread</b> 460 x 297 mm	<b>1/1 page</b> 230 x 297 mm	<b>1/2 page</b> 112 x 297 mm	<b>1/2 page</b> 230 x 146 mm
-------------------------------	---------------------------------	---------------------------------	---------------------------------

### Technical Specifications

**Format:** Magazine

**Page size:** 230 x 297 mm

**Bleeds:** 5 mm bleeds must be added to all edges of the material.

### TV Guide Rates

Fixed Positions	mm x mm	EUR
Front spread	460 x 297	5 700
Back page	230 x 297	3 550
Page 2 or 4	230 x 297	3 300
Within Text	mm x mm	EUR
2/1 page	460 x 297	5 200
1/1 page	230 x 297	2 900
1/2 page	112 x 297	1 650
Septet, 7 ads	64 x 100	



# ILTA-SANOMAT

## Urheilulehti Sports Magazine

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### Bookings and Materials

**Publication day** Wednesday.

**Bookings** By 3 pm on Monday of the week prior to publication.

**Materials** By 3 pm on Tuesday of the week prior to publication.

**In 2019, IS Urheilulehti Sports Magazine will not be published** on Wed 25.12.

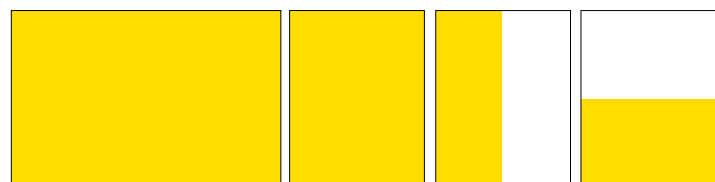
### Special Issues 2019

	Published	Bookings	Materials
	Thu 3.1.	Thu 20.12.	Fri 21.12
May Day	Thu 2.5.	Tue 23.4.	Wed 24.4.
Large print run of Christmas	Wed 18.12.	Mon 9.12.	Tue 10.12.

The large print runs of Urheilulehti Sports Magazine are sold as single copies for two weeks from their publication. Bookings by 3 pm and materials by 3 pm.

### Column Widths

Columns	Width
1	56 mm
2	112 mm
4	230 mm
8	460 mm



**Spread**  
460 x 297 mm

**1/1 page**  
230 x 297 mm

**1/2 page**  
112 x 297 mm

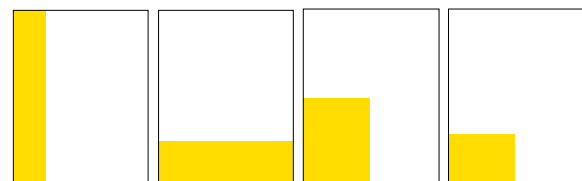
**1/2 page**  
230 x 146 mm

### Technical Specifications

**Format:** Magazine

**Page size:** 230 x 297 mm

**Bleeds:** 5 mm bleeds must be added to all edges of the material.



**1/4 page**  
56 x 297 mm

**1/4 page**  
230 x 73 mm

**1/4 page**  
112 x 146 mm

**1/6 page**  
112 x 85 mm

### Rates of Urheilulehti Sports Magazine

Fixed Positions	mm x mm	EUR
Front spread	460 x 297	7 600
Back page	230 x 272	4 500
Page 2	230 x 297	4 300
TV spread	460 x 73	3 300
Within Text	mm x mm	EUR
2/1 page	460 x 297	5 900
1/1 page	230 x 297	3 900
1/2 page	112 x 297	2 250
	230 x 146	
1/4 page	56 x 297	1 850
	112 x 146	
	230 x 73	
1/6 page	112 x 85	1 000

# ILTA-SANOMAT

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## Urheilulehti Sports Magazine Season Guides

### Bookings and Materials

**Bookings** 2 weeks prior to publication by 4 pm.

**Materials** By 3 pm on Friday of the week prior to publication.

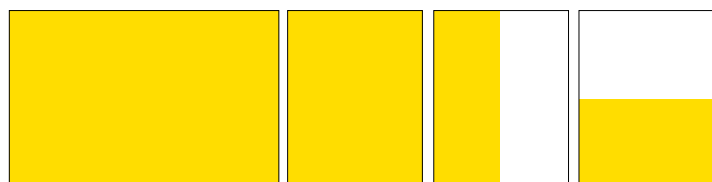
### Tentative Publication Schedule 2019

	Published
Veikkausliiga	Week 12
Premier League	Week 30
SM-liiga (Finnish Elite League)	Week 35
NHL Hybrid Magazine	Week 38

More details available at [media.sanoma.fi](http://media.sanoma.fi)

### Column Widths

Columns	Width
1	56 mm
2	112 mm
4	230 mm
8	460 mm



**Spread**  
460 x 297 mm

**1/1 page**  
230 x 297 mm

**1/2 page**  
112 x 297 mm

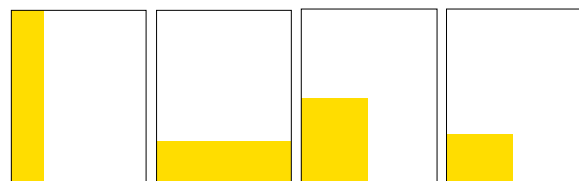
**1/2 page**  
230 x 146 mm

### Technical Specifications

**Format:** Magazine

**Page size:** 230 x 297 mm

**Bleeds:** 5 mm bleeds must be added to all edges of the material.



**1/4 page**  
56 x 297 mm

**1/4 page**  
230 x 73 mm

**1/4 page**  
112 x 146 mm

**1/6 page**  
112 x 85 mm

### Rates of Urheilulehti Sports Magazine Season Guides

Fixed Positions	mm x mm	EUR
Front spread	460 x 297	8 500
Page 2	230 x 297	5 100
Back page	230 x 272	5 300
Within Text	mm x mm	EUR
2/1 page	460 x 297	7 600
1/1 page	230 x 297	4 600
1/2 page	112 x 297	2 650
	230 x 146	
1/4 page	56 x 297	1 900
	230 x 73	
	112 x 146	
1/6 page	112 x 85	1 000

# NEWSPAPER MATERIAL INFORMATION AND INSTRUCTIONS

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## HS Multichannel Front Page

HS Multichannel Front Page				
Material Information	Print Material	HS.fi	HS Mobile	HS Tablet
Dimensions	254 mm x 308 mm	W718 x H841 px	W600 x H702 px	W1436 x H1682 px
File size		max. 200 kB	max. 100 kB	max. 2 MB
Format	PDF	JPG, PNG	JPG, PNG	JPG, PNG

In addition to a PDF, print material is also delivered as a DTP file if the digital material is produced by Sanoma. Running the material through a 3rd party tag (such as Adform) is not possible in HS front page ads.

## HS Other Multichannel Materials

HS Other Digital Material Information			
Material Information	Full-page, Spread	½ Page, 3 x 365	Fixed Inserts* (4- and 8-page inserts)
<b>Print Material</b> Format: PDF	Full-page 254 x 365 mm Spread 528 x 365 mm	½ page 254 x 180 mm 3 x 365 = 150 x 365	4-page: 2 pcs 254 x 365 mm, 1 pc 528 x 365mm  8-page: 2 pcs 254 x 365 mm, 3 pcs 528 x 365 mm
<b>Digital Material</b> Format: JPG, PNG, HTML5, 3rd party tag	W620 x H891 px, max. 150 kB	W600 x H500 px, max. 80 kB	W620 x H891 px / page, max. 150 kB/page

Running the material through a 3rd party tag (such as Adform) is not possible in fixed inserts.

\* Fixed inserts are displayed in full-page size in a carousel. 1–4 images for a 4-page format, 1–8 images for a 8-page format. The desired page number in the file name of the image. Each page may have its own target URL.

## Material Delivery

After the booking, materials are delivered using the sent material transfer links:

- Required print and online materials.
- 1 target URL
- 1–3 trackings (optional)

See the booking and material deadlines on p. 10.

## Helsingin Sanomat, HS Metro, HS Locals and Ilta-Sanomat

The information for HS and IS magazine products can be found in the Magazine section on p. 91.

### Pre-made Materials

Pre-made material means a PDF file that includes all the elements for the ad: texts, images, graphics and fonts.

- The PDF area must be same as the ad size.
- Pre-made material is not edited by the paper, but is published as is.
- Materials in all other formats are materials to be prepared.

PDF material is delivered using the material link; the link will be e-mailed to the material deliverer stated in the ad booking. The link can be requested from: [aineistopalvelut@sanoma.com](mailto:aineistopalvelut@sanoma.com) or by calling +358 (0) 9 122 4544.

### Technical Requirements for Materials

#### Images

- The optimum image resolution is 200 dpi, the minimum is 150 dpi when the image is 1:1 in the DTP software.
- The colour values of images must be configured as process colours (CMYK).
- SanomaNewspaper\FRA26.icc profile is used in the CMYK conversion.
- Use Perceptual as Intent and black point compensation. Download the profile at: [media.sanoma.fi/aineisto-ohjeet-sanomalehdet](http://media.sanoma.fi/aineisto-ohjeet-sanomalehdet).
- The midtone dot-gain of newspaper images is about 26%.

#### Inks

Use colours that are as pure as possible in the newspaper. Max. 2 coloured inks (CMY) and black, if necessary. A third coloured ink adds an impure component, which is why it is better to use black and thereby a neutral grey to add depth to colour. The total ink limit of inks printed on top of each other may not exceed 220%.

#### Text

- Avoid negative text on top of a base with multiple inks or a colour image. The minimum point size is 12.
- Try to create your body text using black ink only. If the text is in colour, you must observe the minimum point size 12 and use max. 2 coloured (CMY) inks.
- Create the texts using DTP software, not image processing software.

### PDF

Export a PDF file from the DTP software:

- In Adobe Indesign, use the Sanomapaino\_2016.joboptions configuration file, which you can download at: [media.sanoma.fi/aineisto-ohjeet-sanomalehdet](http://media.sanoma.fi/aineisto-ohjeet-sanomalehdet)
- Do not include ICC profiles in the PDF file.
- Software that can be used: Illustrator, InDesign, PhotoShop.

### Materials to be Prepared

All materials in a document format are materials to be prepared. Sanoma Material Services helps you create an ad from brainstorming to production. The Material Services can also create ads based on a script provided by the advertiser.

- Ad texts are delivered in MS Word, TXT or RTF format.
- In addition, we need a layout template and the original versions of the images and logos to be used in the ad.
- The image elements are delivered in EPS, TIFF or JPG format.

The material for an ad to be prepared is delivered using the material link. The link will be e-mailed to the material deliverer stated in the ad booking. The link can be used to upload all the files at once.

Prior to publication, you may receive a proof version of the ad to be prepared by e-mail if this has been agreed upon during the ad booking and if the material has been delivered on schedule. Ad preparation is subject to a separate charge.

### Material Services and Production Rates

The Material Services helps you create an ad from brainstorming all the way to production. The service is all-inclusive: designing materials and inserts, production, repro work and editing the final material for the paper. The services also include content layout design.

The production preparation rates can be found at: <https://media.sanoma.fi/printti-aineisto-ohjeet>

In addition to print communication, you may order digital advertising solutions at: <https://media.sanoma.fi/digi-aineistopalvelut-ja-tuotantohinnasto>

### Material Services Contact Information

+358 (0) 9 122 4544,  
[aineistopalvelut@sanoma.com](mailto:aineistopalvelut@sanoma.com)

### Conditions of Sale

Sanoma's General Conditions of Sale can be found at: <https://media.sanoma.fi/sanoman-yleiset-myyntiehdot>



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# Sanoma Lifestyle

When you want to invest in your brand and make sure that your message gets through, your brand needs to be present where the consumer relationship is strong and the consumer is as receptive as possible to the message. Sanoma Lifestyle magazines have the highest reach in their selected target groups of **women aged 25–54, families with children, adults aged 50+ with purchasing power** and **men**, in addition to the themes of **fashion and beauty, well-being and health, home and interior** and **food**.

#### Media Service

Tel. +358 (0) 9 120 5090  
mediapalvelu@sanoma.com

Now even more appealing and alluring, ET reaches active, mature readers who have the time, the money and the will to invest in their personal well-being and that of their loved ones. Our target group has the highest purchasing power index in Finland. ET addresses topics that are important to its readers, entertains and provides peer support and useful facts. Our target group is interested in the entire spectrum of life: health and well-being, clothes and style, culture, interior decoration, travel and personal finances.

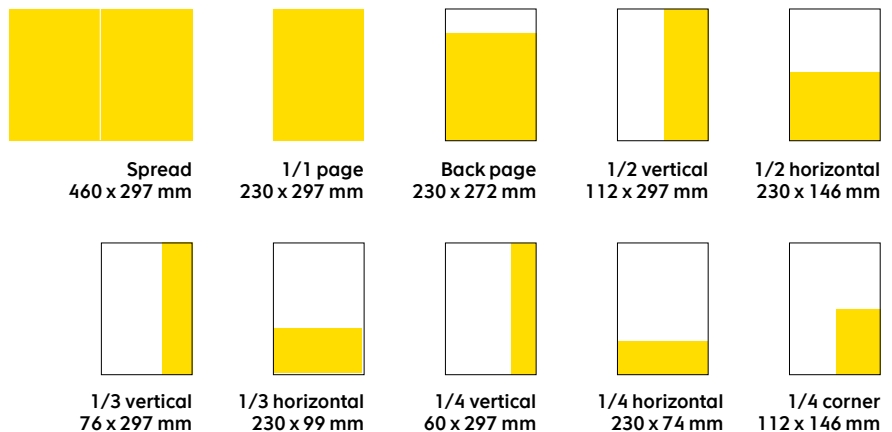
**Readers: 285 000**  
**Female readers: 197 000**  
**Reading time, women: 101 min**  
**Reading times, women: 3.7**

Source: National Readership Survey magazines + total autumn 2017/spring 2018



[etlehti.fi](http://etlehti.fi)

## Ad Sizes



## Publication and Material Schedule

Issue	Published	Bookings	Materials	Theme
1	27.12.2018	27.11.2018	30.11.2018	Weight management. Exercise and eat healthy.
2	16.1.2019	17.12.2018	20.12.2018	<b>Travel extra.</b> Own euros: insurances. Exotic fruits.
3	30.1.2019	4.1.2019	10.1.2019	Pension. Natural products.
4	13.2.2019	18.1.2019	24.1.2019	<b>Big health issue.</b> Medicine, health products and services. Living.
5	27.2.2019	1.2.2019	7.2.2019	Before & after transformation. Well-being for the mind and body.
6	13.3.2019	15.2.2019	21.2.2019	Interior. Home electronics. Allergies.
7	27.3.2019	1.3.2019	7.3.2019	<b>Garden extra.</b> Garden tools and furniture. Eye health. Baking bread.
8	10.4.2019	15.3.2019	21.3.2019	Easter treats and table setting. Wines. Storage spaces. Crossword package.
9	24.4.2019	28.3.2019	2.4.2019	Pension. Spring parties. Cruise.
10	8.5.2019	10.4.2019	15.4.2019	Cars and transport.
11	22.5.2019	26.4.2019	2.5.2019	Take and save photos on your mobile phone. Pets. Domestic travel.
12	5.6.2019	9.5.2019	15.5.2019	Get your cottage in shape for the summer. Holiday health kit. Sunglasses and accessories.
13	19.6.2019	23.5.2019	29.5.2019	Midsummer. Relationship and sex. Summer hair. Delicious fish dishes. Crossword package.
14	3.7.2019	6.6.2019	12.6.2019	Garden. Well-being for the mind and body. Crossword package.



Issue	Published	Bookings	Materials	Theme
15	24.7.2019	28.6.2019	4.7.2019	Preservation and juices. Build and renovate. Crossword package.
16	14.8.2019	19.7.2019	25.7.2019	Pension. Oral health. Camper vans and caravans. Crossword package.
17	28.8.2019	2.8.2019	8.8.2019	Harvest. Workouts & exercise equipment.
18	11.9.2019	16.8.2019	22.8.2019	<b>Interior extra.</b> Furniture and textiles. Lights. Inheritance.
19	25.9.2019	30.8.2019	5.9.2019	Autumn outdoor fashion. Go to nature. Good sleep and relaxation.
20	9.10.2019	13.9.2019	19.9.2019	<b>Handicraft extra.</b> Eyeglasses. Vitamins. Information technology purchases.
21	23.10.2019	27.9.2019	3.10.2019	Books. Accessories. Wild game delicacies. Wines.
22	13.11.2019	18.10.2019	24.10.2019	<b>Big personal finances issue.</b> Saving, investments, insurances. Domestic holiday. Interior and storage.
23	27.11.2019	1.11.2019	7.11.2019	Lovely pastries. Beauty tips for the holiday season.
24	11.12.2019	14.11.2019	20.11.2019	Christmas. Long-haul holidays. Interior. Crossword package.

## Rates 1.1.2019

Size	4-colour/EUR
2/1	13 000
1/1	6 500
1/2	4 703
1/3	4 030
1/4	3 397
1/8	1 927
2nd/3rd cover	7 284
Back cover	7 480
First spread	14 953

Guaranteed placement + 10%. VAT + 24%

Rates of the "Ostoksilla"  
("Shopping") ad  
spots: [media.sanoma.fi/printti/aikakauslehdet](http://media.sanoma.fi/printti/aikakauslehdet)

## Technical Specifications

**Binding** stapled  
**Printing place** Printall AS,  
Tala 4, Tallinn 11415, Estonia  
**Material requirements**  
on page 91 and  
[media.sanoma.fi](http://media.sanoma.fi)  
**Material traffic**  
[aikakausmedia.fi](http://aikakausmedia.fi)

Changes are possible,  
please see [media.sanoma.fi](http://media.sanoma.fi)

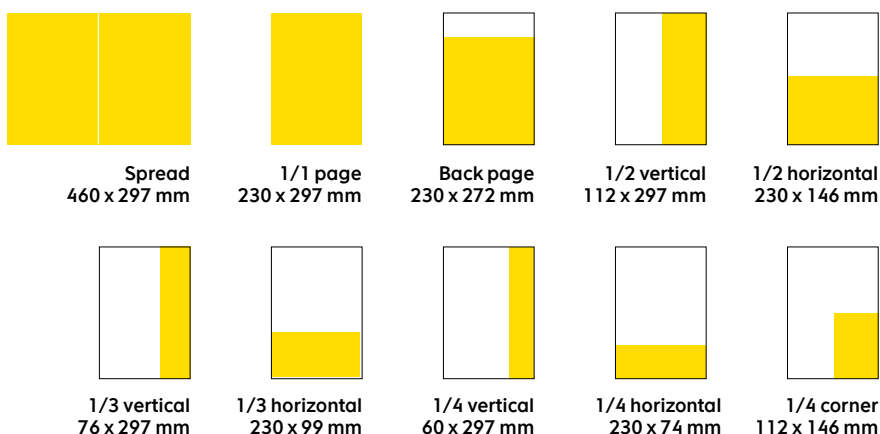
Having achieved the largest increase in the number of readers among health and well-being magazines, ET Terveys has truly found its readers. Focusing on the health and well-being of the 55+ age group, the magazine not only provides strong peer support, but also a wide range of advisory content: well-being tips, workout instructions, nutritional guidelines and suggestions for small lifestyle changes form the core content of the magazine. Personal wellbeing and that of loved ones is close to our readers' hearts, and they enjoy reading about new products.

**Readers: 168 000**  
**Female readers: 118 000**  
**Reading time, women: 68 min**  
**Reading times, women: 2.7**

Source: National Readership Survey magazines + total autumn 2017/spring 2018



## Ad Sizes



[etlehti.fi](http://etlehti.fi)

## Publication and Material Schedule

Issue	Published	Bookings	Materials	Theme
1	2.1.2019	4.12.2018	10.12.2018	Weight management. Nutrition. Fitness holidays. Personal trainer.
2	6.2.2019	14.1.2019	17.1.2019	Sleep and sleeping. New healthy foods. Pharmacy cosmetics. Cosmetic surgery. Menopause.
3	20.3.2019	25.2.2019	28.2.2019	Allergies. Nutritional supplements. Oral health. Sporting gear. Weight management.
4	17.4.2019	25.3.2019	28.3.2019	Natural products. Pain relief. Healthy nutrition. Blood pressure.
5	29.5.2019	6.5.2019	9.5.2019	Protect yourself from the sun. Update your summer cottage health kit.
6	10.7.2019	14.6.2019	19.6.2019	Summer cosmetics. Golf and other summer sports and exercise. Healthy nutrition.
7	7.8.2019	15.7.2019	18.7.2019	Training shoes. Healthy snacks. Skin care. Weight management.
8	18.9.2019	26.8.2019	29.8.2019	Fitness clothing and health electronics. Vitamins. Health books. Changes in health care.
9	30.10.2019	7.10.2019	10.10.2019	Eye health & glasses. Exerciser's diet. Moisturizing creams.
10	20.11.2019	28.10.2019	31.10.2019	Pampering gifts. Healthy winter foods. Ski equipment. Avoid the flu.

## Rates 1.1.2019

Size	4-colour/EUR
2/1	7 900
1/1	3 950
1/2	2 821
1/3	2 449
1/4	2 031
2nd/3rd cover	4 345
Back cover	4 514
First spread	9 085

Guaranteed placement + 10%. VAT + 24%

Rates of the "Ostoksilla" ("Shopping") ad spots: [media.sanoma.fi/printti/aikakauslehdet](http://media.sanoma.fi/printti/aikakauslehdet)

## Technical Specifications

**Binding** adhesive binding  
**Printing place** Kroonpress AS, Tähe 133, 51013 Tartu, Estonia  
**Material requirements** on page 91 and [media.sanoma.fi](http://media.sanoma.fi)  
**Material traffic** [aikakausmedia.fi](http://aikakausmedia.fi)  
 Changes are possible, please see [media.sanoma.fi](http://media.sanoma.fi)

# GLORIA

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The most fabulous women's magazine and the biggest fashion magazine in Finland, this lifestyle brand embracing a wonderful life is visually bold, stylish, beautiful and optimistic. Gloria walks on the sunny side of the street and fights against the gloom. In addition to fashion and beauty, Gloria features super interesting people and surprising individuals, business, travel, food and restaurants, current events and phenomena. The most impressive content of Gloria are its stunning fashion editorials and helpful fashion and beauty articles that make sure our readers always know what is 'in' right now.

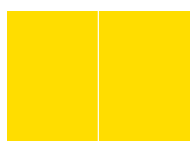
**Readers: 112 000**  
**Female readers: 98 000**  
**Reading time, women: 43 min**  
**Reading times, women: 1.8**

Source: National Readership Survey magazines + total autumn 2017/spring 2018



gloria.fi

## Ad Sizes



Spread  
460 x 297 mm



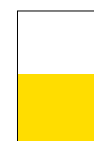
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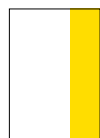
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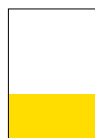
1/2 vertical  
112 x 297 mm



1/2 horizontal  
230 x 146 mm



1/3 vertical  
76 x 297 mm



1/3 horizontal  
230 x 99 mm



1/4 vertical  
60 x 297 mm



1/4 horizontal  
230 x 74 mm



1/4 corner  
112 x 146 mm

## Publication and Material Schedule

Issue	Published	Bookings	Materials	Theme
1	3.1.2019	3.12.2018	7.12.2018	Mega-trends in the new year. Fashion trends 2019. Beauty innovations.
2	7.2.2019	14.1.2019	17.1.2019	Feel-good February. Sporty fashion. Wellness products.
3	7.3.2019	11.2.2019	14.2.2019	<b>Big spring fashion issue.</b> Fashion. Skin care products. Shoes.
4	4.4.2019	11.3.2019	14.3.2019	Hair. Casual fashion. Hair care products.
5	2.5.2019	3.4.2019	8.4.2019	Festive spring fashion. New perfumes. Swimwear.
6-7	6.6.2019	10.5.2019	15.5.2019	Holiday fashion. Sun protection. Summer hair care products. Sunglasses.
8	1.8.2019	8.7.2019	11.7.2019	Business fashion. Anti-ageing products. Eyeglasses.
9	5.9.2019	12.8.2019	15.8.2019	<b>Big autumn fashion issue.</b> Autumn and winter clothes and accessories. Makeup looks.
10	3.10.2019	9.9.2019	12.9.2019	Winter coats and accessories. Autumn hairstyles.
11	7.11.2019	14.10.2019	17.10.2019	Festive fashion. Party makeup. Jewellery and perfumes.
12	5.12.2019	11.11.2019	14.11.2019	Top 12 beauty products. Christmas magic and gift ideas.

## Rates 1.1.2019

Size	4-colour/EUR
2/1	17 800
1/1	8 900
1/2	6 400
1/3	5 518
1/4	4 690
2nd/3rd cover	9 950
Back cover	10 450
First spread	20 470
2nd spread	19 650

Guaranteed placement + 10%. VAT + 24%

Rates of the "Ostoksilla" ("Shopping") ad spots: [media.sanoma.fi/printti/aikakauslehdet](http://media.sanoma.fi/printti/aikakauslehdet)

## Technical Specifications

**Binding** adhesive binding  
**Printing place** Printall AS, Tala 4, Tallinn 11415, Estonia  
**Material requirements** on page 91 and [media.sanoma.fi](http://media.sanoma.fi)  
**Material traffic** [aikakausmedia.fi](http://aikakausmedia.fi)

Changes are possible, please see [media.sanoma.fi](http://media.sanoma.fi)

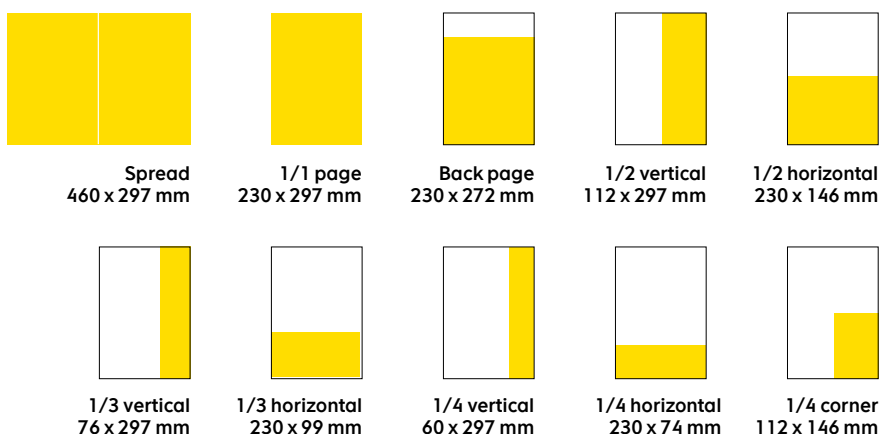
Celebrating its 25th anniversary, Glorian Koti reaches quality-conscious decorators who are willing to invest in their home and holiday accommodation. The visually impressive magazine features the most beautiful Finnish homes and the most inspiring ideas and trends. The fans of Glorian Koti are brand-conscious people with a high income. They spend their extra money on enjoying their home and life.

**Readers: 127 000**  
**Female readers: 105 000**  
**Reading time, women: 57 min**  
**Reading times, women: 2.4**

Source: National Readership Survey magazines + total autumn 2017/spring 2018



## Ad Sizes



[gloriantkoti.fi](http://gloriantkoti.fi)

## Publication and Material Schedule

Issue	Published	Bookings	Materials	Theme
1	10.1.2019	12.12.2018	17.12.2018	Indoor plants. Best home organization tips.
2	7.2.2019	14.1.2019	17.1.2019	Latest bathroom trends. New bathroom accessories and textiles.
3	7.3.2019	11.2.2019	14.2.2019	Latest kitchen trends. Best kitchen tools.
4	4.4.2019	11.3.2019	14.3.2019	Home textiles of spring: curtains, tablecloths, fabrics, carpets, bedding and pillows.
5	9.5.2019	10.4.2019	15.4.2019	Loveliest summer cottages and villas. The best terrace and balcony furniture.
6-7	20.6.2019	24.5.2019	29.5.2019	Smart pre-designed houses. Delightful wallpaper and paints.
8	8.8.2019	15.7.2019	18.7.2019	New autumn lights. Storage ideas.
9	5.9.2019	12.8.2019	15.8.2019	Autumn interior trends and new furniture. Novelties at the Habitare fair.
10	3.10.2019	9.9.2019	12.9.2019	<b>Kitchen extra.</b> Beautiful bathrooms, fabulous new carpets.
11	7.11.2019	14.10.2019	17.10.2019	A decorator's gift wishes. Adorable Christmas homes. Bedrooms.
12	5.12.2019	11.11.2019	14.11.2019	<b>Special Christmas and New Year issue.</b> Beautiful Christmas homes. Home electronics.

## Rates 1.1.2019

Size	4-colour/EUR
2/1	9 900
1/1	4 950
1/2	3 580
1/3	3 069
1/4	2 580
2nd/3rd cover	5 450
Back cover	5 690
First spread	11 390
2nd spread	10 920

Guaranteed placement +10% VAT +24% Rates of the "Ostoksilla" ("Shopping") ad spots: [media.sanoma.fi/printti/aikakauslehdet](http://media.sanoma.fi/printti/aikakauslehdet)

## Technical Specifications

**Binding** adhesive binding  
**Printing place** Printall AS, Tala 4, Tallinn 11415, Estonia  
**Material requirements** on page 91 and [media.sanoma.fi](http://media.sanoma.fi)  
**Material traffic** [aikakausmedia.fi](http://aikakausmedia.fi)  
 Changes are possible, please see [media.sanoma.fi](http://media.sanoma.fi)

The most renowned and beautiful food magazine in Finland celebrates the joys of good food. Glorian ruoka & viini pairs food and wine, features the top food travel and restaurant tips and interesting food-related topics from Finland and abroad. Readers of the magazine have high purchasing power and are curious, experimental foodies and heavy users of lifestyle. Glorian ruoka & viini has an unparalleled reach among consumer influencers, i.e. food runners.

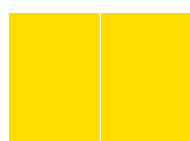
**Readers: 120 000**  
**Female readers: 74 000**  
**Reading time, women: 47 min**  
**Reading times, women: 2.9**

Source: National Readership Survey magazines + total autumn 2017/spring 2018



[soppa365.fi](http://soppa365.fi) **Soppa 365**

## Ad Sizes



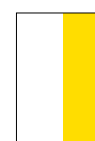
Spread  
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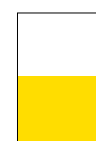
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Back page  
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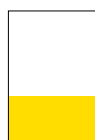
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1/2 horizontal  
230 x 146 mm



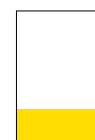
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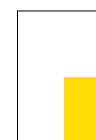
1/3 horizontal  
230 x 99 mm



1/4 vertical  
60 x 297 mm



1/4 horizontal  
230 x 74 mm



1/4 corner  
112 x 146 mm

## Publication and Material Schedule

Issue	Published	Bookings	Materials	Theme
1	3.1.2019	3.12.2018	7.12.2018	Food trends 2019. Non-alcoholic and low-alcohol drinks.
2	14.2.2019	21.1.2019	24.1.2019	Wine and food travel issue. Warming winter food and cheeses.
3	4.4.2019	11.3.2019	14.3.2019	Easter and spring parties. Baking and buffet foods. Sparkling drinks and champagnes.
4	9.5.2019	10.4.2019	15.4.2019	BBQ season: master the techniques, equipment & seasoning. Go-to drinks for a BBQ fan.
5	6.6.2019	10.5.2019	15.5.2019	New summer hits 2019. Midsummer buffet. Rosés and other summer drinks.
6	11.7.2019	14.6.2019	19.6.2019	Easy holiday dishes and summer baking. Local producers and destinations. Wines to go with seafood.
7	15.8.2019	22.7.2019	25.7.2019	Max. 30 min everyday meals. Herbs, preservation and ideas for the harvest season. Kitchen trends.
8	19.9.2019	26.8.2019	29.8.2019	<b>Baking extra.</b> Wild game delicacies and food from waste. Red wines of the autumn.
9	17.10.2019	23.9.2019	26.9.2019	Best of the Year and restaurant issue. Modern classics for a vegetarian cook. Riesling.
10	21.11.2019	28.10.2019	31.10.2019	Christmas and winter parties. Food. Gifts. Travel. Drinks.

## Rates 1.1.2019

Size	4-colour/EUR
2/1	10 400
1/1	5 200
1/2	3 740
1/3	3 224
1/4	2 740
1/8	1 510
2nd/3rd cover	5 750
Back cover	6 000
First spread	11 960
2nd spread	11 450

Guaranteed placement + 10%. VAT + 24%

Rates of the "Ostoksilla" ("Shopping") ad spots: [media.sanoma.fi/printti/aikakauslehdet](http://media.sanoma.fi/printti/aikakauslehdet)

## Technical Specifications

**Binding** adhesive binding  
**Printing place** Printall AS, Tala 4, Tallinn 11415, Estonia  
**Material requirements** on page 91 and [media.sanoma.fi](http://media.sanoma.fi)  
**Material traffic** [aikakausmedia.fi](http://aikakausmedia.fi)  
Changes are possible, please see [media.sanoma.fi](http://media.sanoma.fi)

The most popular and trusted well-being media in Finland helps its readers to feel better and gives energy in life. Hyvä terveys provides researched knowledge about health, peer support and stories, motivation for life changes and help for coping with everyday life. The magazine is produced in cooperation with The Finnish Medical Society Duodecim. The quality-conscious readers of Hyvä terveys possess purchasing power and invest in personal well-being and that of their loved ones. They appreciate health, the family, their relationship, a good life, food and travel.

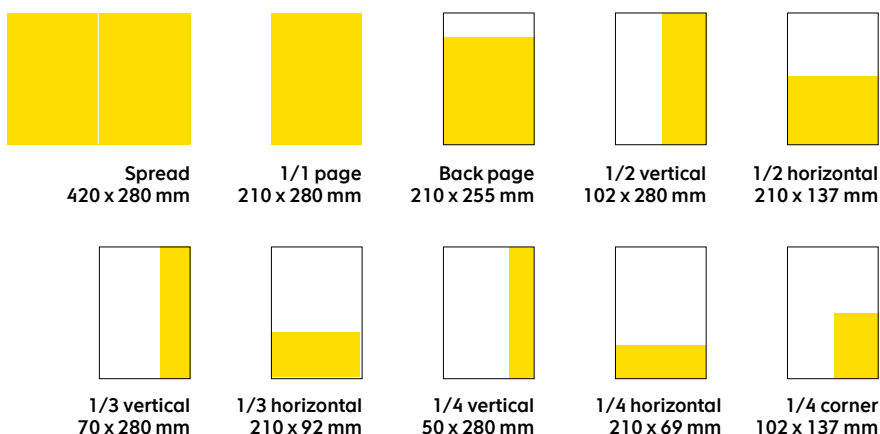
**Readers: 331 000**  
**Female readers: 252 000**  
**Reading time, women: 79 min**  
**Reading times, women: 2.5**

Source: National Readership Survey magazines + total autumn 2017/spring 2018



[hyvaterveys.fi](http://hyvaterveys.fi)

## Ad Sizes



## Publication and Material Schedule

Issue	Published	Bookings	Materials	Theme
1	28.12.2018	28.11.2018	3.12.2018	<b>Lighten up extra.</b> Eating or fasting. Binge eating disorders. Give up smoking. Home workout.
2	24.1.2019	27.12.2018	2.1.2019	Immune system. Headache. A diet that improves sleep. Vitamin creams.
3	14.2.2019	18.1.2019	23.1.2019	Mentalization. Numbness. Pneumonia. Caring tea.
4	14.3.2019	15.2.2019	20.2.2019	<b>Keep your stomach in shape extra.</b> Soothe the intestines. Runny nose - allergy or something else? Anti-ageing treatments and creams.
5	11.4.2019	15.3.2019	20.3.2019	<b>50+ extra.</b> Alleviate menopause symptoms. Food & mind. Find the right bicycle.
6	16.5.2019	17.4.2019	24.4.2019	Blood sugar. Honesty. Gluten-free foods for a party.
7	13.6.2019	16.5.2019	21.5.2019	Health from sex. Identify and treat anaemia. Nails and health. Victim mentality.
8	11.7.2019	13.6.2019	18.6.2019	Food resembling medicine. Personality disorders. Bloating. Fresh start in an old relationship.
9	1.8.2019	5.7.2019	10.7.2019	<b>Lighten up extra.</b> Diets. What causes vertigo? Change is an opportunity.
10	29.8.2019	2.8.2019	7.8.2019	Lower your blood pressure. Power food for the bones and muscles. Contentment and a better mood.
11	19.9.2019	23.8.2019	28.8.2019	Cancer prevention. Functional disorders. Sugar consumption.
12	17.10.2019	20.9.2019	25.9.2019	Positive stress. Throat pain. Nutritional supplements.
13	14.11.2019	18.10.2019	23.10.2019	Male extra. Strong and active. Causes of a cough. Good, bad fats. Negative feelings.
14	5.12.2019	8.11.2019	13.11.2019	Treat pain without medication. Fever. Skin types and care products.

## Rates 1.1.2019

Size	4-colour/EUR
2/1	14 900
1/1	7 450
1/2	5 360
1/3	4 619
1/4	3 860
2nd/3rd cover	8 250
Back cover	8 530
First spread	17 140
2nd spread	16 400

Guaranteed placement + 10%. VAT + 24%

Rates of the "Ostoksilla" ("Shopping") ad spots: [media.sanoma.fi/printti/aikakauslehdet](http://media.sanoma.fi/printti/aikakauslehdet)

## Technical Specifications

**Binding** adhesive binding  
**Printing place** Walestad Starachowice, ul. Bema 2c, 27-200 Starachowice, Poland  
**Material requirements** on page 91 and [media.sanoma.fi](http://media.sanoma.fi)  
**Material traffic** [aikakausmedia.fi](http://aikakausmedia.fi)

Changes are possible, please see [media.sanoma.fi](http://media.sanoma.fi)



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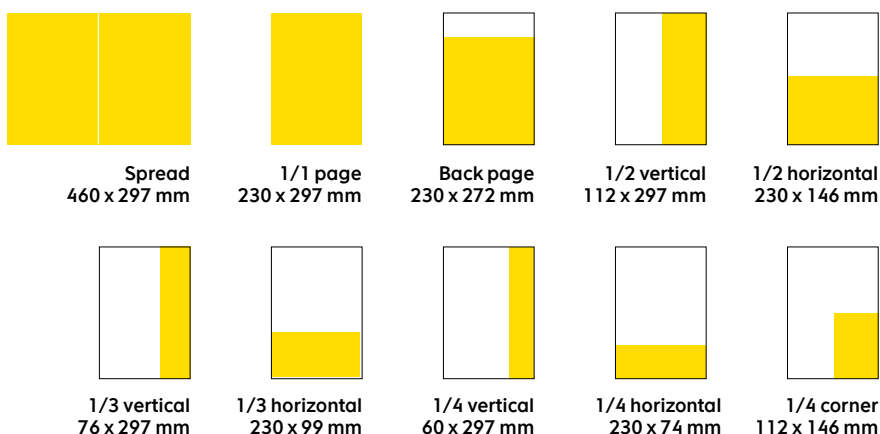
Kodin Kuvalehti is one of the largest women's magazines and the largest household magazine in Finland. Kodin Kuvalehti reaches those who make everyday purchase decisions nationwide. They decide what the family will eat, what will be bought for their home and where they will go on holiday. They also invest in beauty and personal well-being and that of their loved ones. Authentic life, real people and various everyday passions resonate with readers in every issue, helping them live a wonderful everyday life.

**Readers: 284 000**  
**Female readers: 236 000**  
**Reading time, women: 82 min**  
**Reading times, women: 2.6**

Source: National Readership Survey magazines + total autumn 2017/spring 2018



## Ad Sizes



Multichannel full-page.  
 Read more at [media.sanoma.fi](http://media.sanoma.fi)

## Publication and Material Schedule

Issue	Published	Bookings	Materials	Theme
1	28.12.2018	29.11.2018	3.12.2018	Feeling good. Healthy treats and drinks. Money and finances.
2	17.1.2019	18.12.2018	27.12.2018	Beauty, skin care and anti-ageing. Travel.
3	31.1.2019	7.1.2019	10.1.2019	<b>Big food issue of the winter.</b> Vitamins.
4	14.2.2019	21.1.2019	24.1.2019	<b>Baking extra.</b> Winter holiday tips and outdoor exercise.
5	28.2.2019	4.2.2019	7.2.2019	<b>Interior design extra.</b> Loveliest green ideas.
6	14.3.2019	18.2.2019	21.2.2019	Garden. Cleaning and organizing.
7	28.3.2019	4.3.2019	7.3.2019	Kitchen and table setting. Fashion, beauty and eyeglasses. City holidays.
8	11.4.2019	18.3.2019	21.3.2019	<b>Easter extra.</b> Yard and balcony.
9	25.4.2019	28.3.2019	2.4.2019	<b>Beauty extra.</b> Loveliest party cakes.
10	9.5.2019	10.4.2019	16.4.2019	<b>Party extra.</b> Mother's Day. Best ideas for spring parties. Special diets.
11	23.5.2019	29.4.2019	2.5.2019	Gift ideas for graduates. New products for your home. Start of the BBQ season. Spring and party drinks.
12	13.6.2019	20.5.2019	23.5.2019	Midsummer buffet. Beauty and protection from the sun. Voyages.
13	27.6.2019	3.6.2019	6.6.2019	Summertime Finland and summer books.
14	11.7.2019	14.6.2019	19.6.2019	Summer homes and cottages. Easy summer foods. Vintage and flea market tips.



Issue	Published	Bookings	Materials	Theme
15	25.7.2019	1.7.2019	4.7.2019	Berry treats of the summer.
16	8.8.2019	15.7.2019	18.7.2019	<b>Preservation extra.</b> Organizing your home and new interior ideas.
17	29.8.2019	5.8.2019	8.8.2019	<b>Feeling good extra.</b> Sleep and well-being. Hair and beauty. Get your finances in shape.
18	12.9.2019	19.8.2019	22.8.2019	<b>Interior design extra of the autumn.</b> New vegetarian ideas.
19	26.9.2019	2.9.2019	5.9.2019	Autumn garden and harvest. Autumn fashion. New energy from exercise.
20	10.10.2019	16.9.2019	19.9.2019	<b>Big food extra of the autumn.</b> Autumn books. Vitamins and flu treatment.
21	31.10.2019	7.10.2019	10.10.2019	Treats for the Christmas party season. Festive fashion and beauty.
22	14.11.2019	21.10.2019	24.10.2019	Baking gingerbread. Long-haul holidays. Christmas crafts.
23	28.11.2019	4.11.2019	7.11.2019	Christmas baking and food gifts. Gift ideas.
24	12.12.2019	15.11.2019	20.11.2019	Christmas table and table setting ideas.

## Rates 1.1.2019

Size	4-colour/EUR
2/1	19 900
1/1	9 950
1/2	7 100
1/3	6 169
1/4	5 200
1/8	2 900
2nd/3rd cover	11 100
Back cover	11 500
First spread	22 900
2nd spread	21 900

Guaranteed placement +10%. VAT +24%

Rates of the "Ostoksilla"  
("Shopping") ad  
spots: [media.sanoma.fi/printti/aikakauslehdet](http://media.sanoma.fi/printti/aikakauslehdet)

## Technical Specifications

**Binding** adhesive binding

**Printing place**

Kroonpress AS, Tähe 133,  
51013 Tartu, Estonia

**Material requirements**

on page 91 and  
[media.sanoma.fi](http://media.sanoma.fi)

**Material traffic**

[aikakausmedia.fi](http://aikakausmedia.fi)

Changes are possible,

please see [media.sanoma.fi](http://media.sanoma.fi)

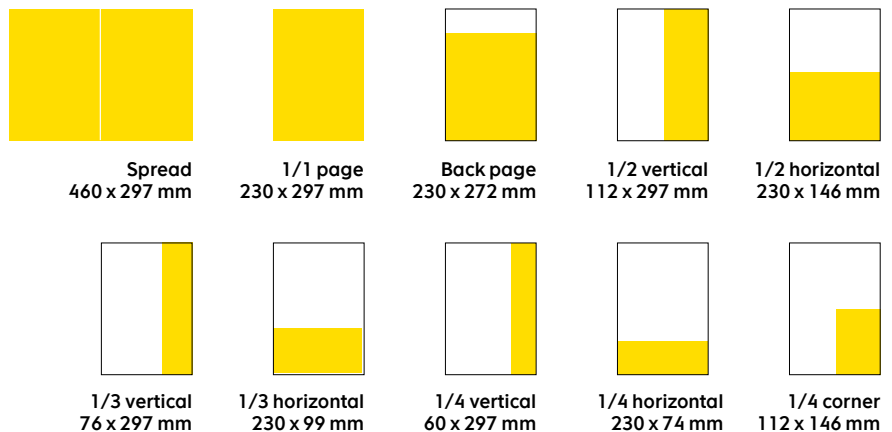
The largest travel magazine in Finland is the number-one choice for travellers and those with travel fever. City holidays and beach resorts, new destinations and new winds blowing in old destinations, domestic and local travel as well as far-away places and fabulous travel and nature photographs appeal to our readers. We wander around the globe, on land and sea, in summer and winter destinations, and provide both practical tips and in-depth information. Matka-opas is a pleasure to read and helps readers to plan and get excited about their next trip.

**Readers: 104 000**  
**Reading time: 64 min**  
**Reading times: 2.6**

Source: National Readership Survey magazines + total autumn 2017/spring2018



## Ad Sizes



[matkaopas.fi](http://matkaopas.fi)

## Publication and Material Schedule

Issue	Published	Bookings	Materials	Theme
1	9.1.2019	10.12.2018	13.12.2018	New destinations around the world. Travelling trends. Traveller's health kit. International delicacies. Lyon.
2	20.2.2019	25.1.2019	30.1.2019	Budget holidays. International delicacies. Big house renting guide. Airport services. Los Angeles.
3	3.4.2019	8.3.2019	13.3.2019	Mediterranean gems. Caravanning in Europe. Amusement parks. Wine tour. Budapest.
4	12.6.2019	17.5.2019	22.5.2019	Top and novelty destinations in Finland. Photography. Safaris. Delhi.
5	14.8.2019	19.7.2019	24.7.2019	Hiking and trekking trips. Musicals. International delicacies.
6	25.9.2019	30.8.2019	4.9.2019	City holidays in Europe. Domestic tips for the autumn holiday. Traveller's health.
7	6.11.2019	11.10.2019	16.10.2019	Long-haul holidays. International delicacies.
8	4.12.2019	8.11.2019	13.11.2019	Downhill skiing.

## Rates 1.1.2019

Size	4-colour/EUR
2/1	8 400
1/1	4 200
1/2	3 050
1/3	2 604
1/4	1 800
2nd/3rd cover	4 630
Back cover	5 040
First spread	9 660
2nd spread	9 240

Guaranteed placement + 10%. VAT + 24%

Rates of the "Ostoksilla" ("Shopping") ad spots: [media.sanoma.fi/printti/aikakauslehdet](http://media.sanoma.fi/printti/aikakauslehdet)

## Technical Specifications

**Binding** adhesive binding  
**Printing place** Kroonpress AS, Tähe 133, 51013 Tartu, Estonia  
**Material requirements** on page 91 and [media.sanoma.fi](http://media.sanoma.fi)  
**Material traffic** [aikakausmedia.fi](http://aikakausmedia.fi)  
 Changes are possible, please see [media.sanoma.fi](http://media.sanoma.fi)

# Meidän PERHE

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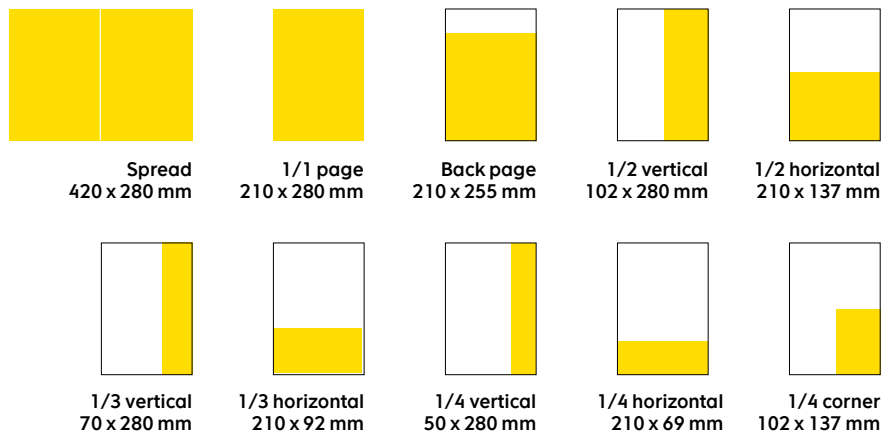
Meidän Perhe is full of life: love and busy family years. The package contains everything there is to know about family life and the growth of a child. Readers of Meidän Perhe are looking for help with everyday life management, ideas for spending quality time together and support and tips on what to buy as a family with children. We are the largest family magazine in Finland, but above all, we are the largest parenting media and community in Finland, and our multiple channels reach Finnish families who make numerous purchases.

**Readers: 53 000**  
**Female readers: 44 000**  
**Reading time, women: 54 min**  
**Reading times, women: 3.0**

Source: National Readership Survey magazines  
 + total autumn 2017/spring 2018



## Ad Sizes



[meidanperhe.fi](http://meidanperhe.fi)

## Publication and Material Schedule

Issue	Published	Bookings	Materials	Theme
1-2	7.2.2019	11.1.2019	16.1.2019	Everyday meals. When your child is ill. Holiday tips: destinations close by. Organizing and cleaning your home.
3	7.3.2019	8.2.2019	13.2.2019	Children's spring fashion. Child's eyesight. Family finances. Favourite food for the whole family.
4	11.4.2019	15.3.2019	20.3.2019	Treats for children's parties. Birthday party favours. Child's allergies. Decorating the children's room.
5	9.5.2019	9.4.2019	12.4.2019	Summer trips for a family with children. Health of a small child. Gifts for mothers. Protection from the sun.
6	6.6.2019	9.5.2019	14.5.2019	Summer foods for a family with children: BBQ. Summer health problems and solutions. Yard toys and games.
7	11.7.2019	13.6.2019	18.6.2019	Home and interior of a family with children. Mobiles phones for school-children. Summer baking. A motoring family.
8	8.8.2019	12.7.2019	17.7.2019	Quick everyday meals. Schoolchild's eyesight. Organize your home. Ready for school and daycare.
9	5.9.2019	9.8.2019	14.8.2019	Home and interior of a family with children. Child's health. Best snacks. Family finances.
10	10.10.2019	13.9.2019	18.9.2019	The travelling family. Child's skin care. Vitamins. Everyday meals. Halloween party.
11	7.11.2019	11.10.2019	16.10.2019	Baking with the whole family. Child's health. Father's Day. Interior tips.
12	5.12.2019	8.11.2019	13.11.2019	Home and interior of a family with children. Ideas for the Christmas table. Christmas presents. Get your finances in shape.

## Rates 1.1.2019

Size	4-colour/EUR
2/1	12 400
1/1	6 200
1/2	4 500
1/3	3 844
1/4	3 250
1/8	1 700
2nd/3rd cover	6 800
Back cover	7 150
First spread	14 260
2nd spread	13 650

Guaranteed placement + 10%. VAT + 24%

Rates of the "Ostoksilla" ("Shopping") ad spots: [media.sanoma.fi/printti/aikakauslehdet](http://media.sanoma.fi/printti/aikakauslehdet)

## Technical Specifications

**Binding** stapled  
**Printing place** Printall AS, Tala 4, Tallinn 11415, Estonia  
**Material requirements** on page 91 and [media.sanoma.fi](http://media.sanoma.fi)  
**Material traffic** [aikakausmedia.fi](http://aikakausmedia.fi)  
 Changes are possible, please see [media.sanoma.fi](http://media.sanoma.fi)

Edgy and cheerful, Me Naiset knows what women are into and, in addition to a good vibe, features the most topical people and phenomena, surprising perspectives, interesting articles and novelties. Stories, interesting people, celebrities, fashion and beauty, well-being and exercise, interior decoration and travel as well as finances, investments and saving are some of its most anticipated content. Me Naiset best reaches 25–44-year-old women and those with children. Our readers are active and curious, they enjoy testing novelties and have a positive attitude to life.

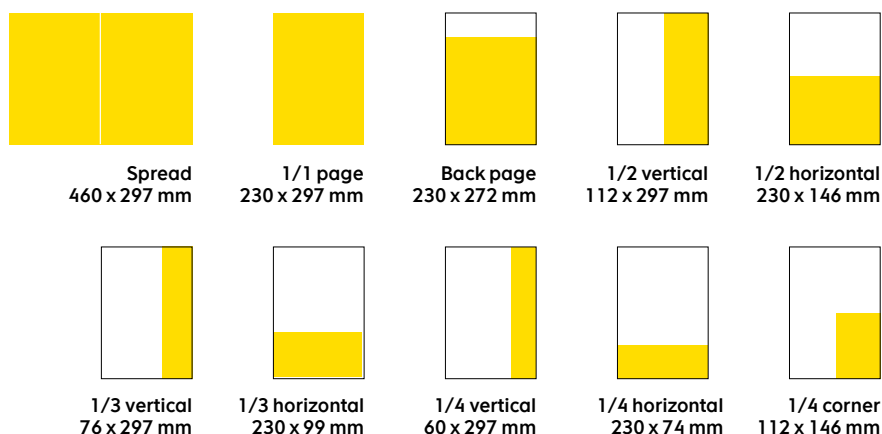
**Readers: 227 000**  
**Female readers: 195 000**  
**Reading time, women: 55 min**  
**Reading times, women: 2.2**

Source: National Readership Survey magazines + total autumn 2017/spring2018



[menaiset.fi](http://menaiset.fi)

## Ad Sizes



Multichannel full-page.  
 Read more at [media.sanoma.fi](http://media.sanoma.fi)

## Publication and Material Schedule

Issue	Published	Bookings	Materials	Theme
1	3.1.2019	13.12.2018	17.12.2018	Revive your skin and hair: new treatments and products. Delicious food from waste.
2	10.1.2019	19.12.2018	27.12.2018	<b>Travel extra.</b> Winter holiday tips for travelling local and summer holiday ideas. Fashion for people of all sizes.
3	17.1.2019	2.1.2019	7.1.2019	<b>Big food issue of the winter.</b> Treats and drinks. Natural cosmetics.
4	24.1.2019	9.1.2019	14.1.2019	Interior design extra. Colours and trends. Perfect pair of jeans.
5	31.1.2019	16.1.2019	21.1.2019	Well-being for the mind and body. Energy for the winter. Wintery cheese dishes.
6	7.2.2019	23.1.2019	28.1.2019	<b>Beauty extra.</b> Spring trends and products. Gluten-free baking.
7	14.2.2019	30.1.2019	4.2.2019	<b>Big spring fashion issue.</b> Clothes, shoes and accessories.
8	21.2.2019	6.2.2019	11.2.2019	Hair dyes and treatments. Italian food.
9	28.2.2019	13.2.2019	18.2.2019	<b>Workout extra.</b> New technology and apps. Tips and equipment. Smoothies and snacks.
10	7.3.2019	20.2.2019	25.2.2019	Fashion and beauty online. Decorating a spring home. Mexican night.
11	14.3.2019	27.2.2019	4.3.2019	Feel good by summer. Recipes for every situation and bodyweight workout tips.
12	21.3.2019	6.3.2019	11.3.2019	<b>Running extra.</b> Personal finances.
13	28.3.2019	13.3.2019	18.3.2019	<b>Big spring beauty issue.</b> Yard and balcony.
14	4.4.2019	20.3.2019	25.3.2019	Easter treats and the best wine to go with lamb.
15	11.4.2019	27.3.2019	1.4.2019	Jewellery, watches and accessories. Summer travel destinations.
16	18.4.2019	3.4.2019	8.4.2019	May Day brunch ideas and sparkling wines.
17	25.4.2019	8.4.2019	11.4.2019	Pampering at a bargain price: fashion, cosmetics and treats
18	2.5.2019	15.4.2019	18.4.2019	Spring parties: food, recipes, drinks, table setting and decorations.
19	9.5.2019	23.4.2019	26.4.2019	Spring party outfit guide: fashion and makeup. Summer home interior ideas.

Issue	Published	Bookings	Materials	Theme
20	16.5.2019	30.4.2019	6.5.2019	Sunscreens, sunglasses and swimwear. Baking using store-bought dough.
21	23.5.2019	8.5.2019	13.5.2019	<b>Big BBQ extra.</b> Summer drinks. New perfumes.
22	29.5.2019	14.5.2019	17.5.2019	Best finds in budget cosmetics. Recreational domestic holidays.
23	6.6.2019	21.5.2019	24.5.2019	Summer skin care and makeup tips. Nails. Holiday books.
24	13.6.2019	29.5.2019	3.6.2019	Midsummer foods and drinks. Love horoscope. Tips for a motorist.
25	20.6.2019	5.6.2019	10.6.2019	Summer dresses and makeup. Summer pasta and other easy holiday treats.
26	27.6.2019	11.6.2019	14.6.2019	Interior of a summer cottage. Easy snacks for a picnic.
27	4.7.2019	18.6.2019	24.6.2019	Summer desserts and berry treats.
28	11.7.2019	26.6.2019	1.7.2019	<b>Mindfulness extra.</b> Fresh ideas for herbal dishes.
29	18.7.2019	3.7.2019	8.7.2019	Revive your face and body. Summer dishes from Finnish fish.
30	25.7.2019	10.7.2019	15.7.2019	Summer hair. Update your makeup bag and wardrobe. Hiking, canoeing and SUP boarding.
31	1.8.2019	17.7.2019	22.7.2019	Well-being trends of the autumn and light treats. Sports fashion.
32	8.8.2019	24.7.2019	29.7.2019	<b>Big autumn fashion issue.</b> Seasonal treats from the autumn harvest.
33	15.8.2019	31.7.2019	5.8.2019	Decorate and equip the kitchen for autumn.
34	22.8.2019	7.8.2019	12.8.2019	<b>Big autumn food issue.</b> Trends and recipes. Autumn jeans styles.
35	29.8.2019	14.8.2019	19.8.2019	<b>Autumn interior design extra.</b> Shoes, accessories and bags for every occasion.
36	5.9.2019	21.8.2019	26.8.2019	<b>Beauty extra.</b> Makeup and nails. Lingerie. Oat treats and other good grains.
37	12.9.2019	28.8.2019	2.9.2019	<b>Travel extra.</b> Autumn and winter holiday tips. Vegan home cooking.
38	19.9.2019	4.9.2019	9.9.2019	Best winter coats. Best finds in luxury cosmetics.
39	26.9.2019	11.9.2019	16.9.2019	Go-to products in the wardrobe. New hairstyle. Get your household finances in shape.
40	3.10.2019	18.9.2019	23.9.2019	Tips for better sleep, rest and stress-free life. Chicken recipes.
41	10.10.2019	25.9.2019	30.9.2019	Intensive skin and hair treatment and products. Interior design finds.
42	17.10.2019	2.10.2019	7.10.2019	<b>Workout extra.</b> Recovery and muscle care. Perfumes, jewellery and watches.
43	24.10.2019	9.10.2019	14.10.2019	Chocolate treats and new glöggs for Christmas parties. Outfit and makeup ideas for winter parties.
44	31.10.2019	16.10.2019	21.10.2019	New fashion and beauty for the autumn. Trendy eyeglasses.
45	7.11.2019	23.10.2019	28.10.2019	Minced meat treats and tips. Winter knits.
46	14.11.2019	30.10.2019	4.11.2019	<b>Pampering extra.</b> Treat and pamper yourself. Relationships. City holidays.
47	21.11.2019	6.11.2019	11.11.2019	<b>Interior design extra.</b> Ideas and inspiration for Christmas. Best gift ideas.
48	28.11.2019	13.11.2019	18.11.2019	Easy and slow cooking in a pot or oven. Comfortable fashion.
49	5.12.2019	20.11.2019	25.11.2019	<b>Big Christmas food issue.</b> Foods, treats and drinks. Best beauty products of the year.
50	12.12.2019	26.11.2019	29.11.2019	Reduce stress and improve relationships. Quick Christmas baking and Christmas wines.
51	19.12.2019	4.12.2019	9.12.2019	Fashion, beauty and food for parties at the turn of the year. Horoscope for 2019.
52	27.12.2019	7.12.2019	12.12.2019	Pampering at a bargain price. Fashion, cosmetics and treats.

## Rates 1.1.2019

Size	4-colour/EUR
2/1	14 900
1/1	7 450
1/2	5 340
1/3	4 619
1/4	3 890
1/8	2 160
2nd/3rd cover	8 250
Back cover	8 530
First spread	17 140
2nd spread	16 400

Guaranteed placement +10%. VAT +24%

Rates of the "Ostoksilla" ("Shopping") ad spots: [media.sanoma.fi/printti/aikakaulehdet](http://media.sanoma.fi/printti/aikakaulehdet)

## Technical Specifications

**Binding** stapled  
**Printing place** PunaMusta Oy, Kaapelikatu 1, 33330 Tampere, Finland

**Material requirements** on page 91 and [media.sanoma.fi](http://media.sanoma.fi)

**Material traffic** [aikakausmedia.fi](http://aikakausmedia.fi)  
 Changes are possible, please see [media.sanoma.fi](http://media.sanoma.fi)

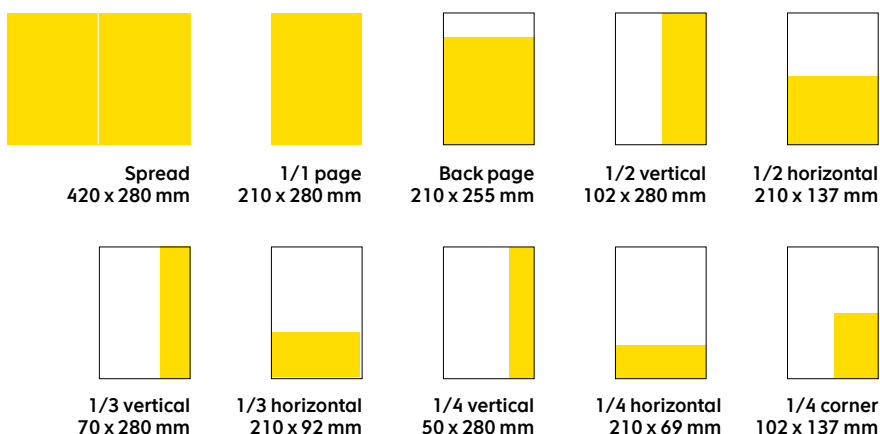
Now even more versatile than before, Sport brings joy and new content to its readers' lives. It is an attractive, addictive media specializing in exercise and feeling good, serving as a personal trainer for active fitness enthusiasts and providing encouraging inspiration for beginners. The readers of Sport magazine are trendsetters who want to try out new things and invest in themselves, enjoy shopping and are among the first to test new products.

**Readers: 70 000**  
**Female readers: 56 000**  
**Reading time, women: 38 min**  
**Reading times, women: 2.3**

Source: National Readership Survey magazines + total autumn 2017/spring 2018



## Ad Sizes



**menaiset.fi**

## Publication and Material Schedule

Issue	Published	Bookings	Materials	Theme
1	3.1.2019	4.12.2018	10.12.2018	Gym workout for toning the body. Weight-loss routine for an exerciser. Emotional eating. Affordable fitness fashion.
2	7.2.2019	14.1.2019	17.1.2019	Stronger body, firmer bones: food, exercise, nutritional supplements. New workouts. Vegetarian meals for a week.
3	7.3.2019	11.2.2019	14.2.2019	<b>Cycling extra.</b> Guide for buyers. Stronger arms. Smart eating schedule. Sports cosmetics.
4	4.4.2019	11.3.2019	14.3.2019	<b>Running extra.</b> Running shoes and gear for a run. Vegetarian pastas.
5	9.5.2019	10.4.2019	15.4.2019	Workouts for busy people. Sports watches. Symptoms of stress. Water sports gear.
6-7	13.6.2019	17.5.2019	22.5.2019	Strength and mobility using exercise bands. What does your heart rate tell you? Yoga. Light summer treats.
8	8.8.2019	15.7.2019	18.7.2019	Kick-off autumn workouts. Metabolism. Hiking gear. Porridges for a sports enthusiast.
9	5.9.2019	12.8.2019	15.8.2019	Shape your waistline. Intermittent fasting, low carb or small portions. Boost your immune system. A course of treatment for your hair.
10	10.10.2019	16.9.2019	19.9.2019	<b>Body maintenance extra.</b> Posture and flexibility. Sports holiday. Facial treatments.
11-12	14.11.2019	21.10.2019	24.10.2019	Exercise, food, vitamins. Winter sports gear. Gym equipment at home.

## Rates 1.1.2019

Size	4-colour/EUR
2/1	11 440
1/1	5 720
1/2	4 120
1/3	3 546
1/4	3 000
2nd cover	6 300
Back cover	6 600
First spread	13 150

Guaranteed placement +10%. VAT +24%

Rates of the "Ostoksilla" ("Shopping") ad spots: [media.sanoma.fi/printti/aikakauslehdet](http://media.sanoma.fi/printti/aikakauslehdet)

## Technical Specifications

**Binding** adhesive binding  
**Printing place** Kroonpress AS  
 Tähe 133, 51013 Tartu, Estonia

### Material requirements

on page 91 and [media.sanoma.fi](http://media.sanoma.fi)

### Material traffic

[aikakausmedia.fi](http://aikakausmedia.fi)  
 Changes are possible, please see [media.sanoma.fi](http://media.sanoma.fi)



# Suuri Käsityö

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Suuri Käsityö is the largest handicraft magazine in Finland. It is the number one magazine in terms of its versatility – knitting, crocheting, sewing, crafts, decoration. Each issue features sewing and knitting patterns by well-known designers. People are passionate about handicraft as a hobby and are ready to invest time and money in it.

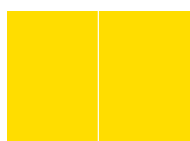
**Readers: 208 000**  
**Female readers: 193 000**  
**Reading time, women: 74 min**  
**Reading times, women: 4.7**

Source: National Readership Survey magazines + total autumn 2017/spring 2018



[suurikasityo.fi](http://suurikasityo.fi)

## Ad Sizes



**Spread**  
460 x 297 mm



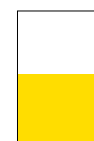
**1/1 page**  
230 x 297 mm



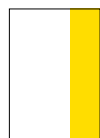
**Back page**  
230 x 272 mm



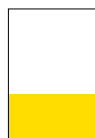
**1/2 vertical**  
112 x 297 mm



**1/2 horizontal**  
230 x 146 mm



**1/3 vertical**  
76 x 297 mm



**1/3 horizontal**  
230 x 99 mm



**1/4 vertical**  
60 x 297 mm



**1/4 horizontal**  
230 x 74 mm



**1/4 corner**  
112 x 146 mm

## Publication and Material Schedule

Issue	Published	Bookings	Materials	Theme
1	2.1.2019	30.11.2018	4.12.2018	Wonderful everyday life. Casual outfits for a woman and children. Knits for beginners. New carpet series.
2	6.2.2019	11.1.2019	16.1.2019	Charming spring fashion. Workwear for a woman. Tricot clothes for toddlers. Lace blouses.
3	13.3.2019	15.2.2019	20.2.2019	All you need in everyday life. Handy set of wardrobe essentials. Timeless sweaters and accessories.
4	17.4.2019	22.3.2019	27.3.2019	Start of the party season. Dresses for all occasions. Spring knits. Ideas using granny squares.
5	15.5.2019	17.4.2019	23.4.2019	Towards the summer heat. Trousers with different leg lengths. Summery crochet patterns.
6-7	19.6.2019	24.5.2019	29.5.2019	Handicraft for a holidaymaker. Summer clothes quickly. Knits from cotton yarns.
8	7.8.2019	12.7.2019	17.7.2019	Lovely autumn fashion. Bohemian outfits. Knitting and crocheting warm accessories.
9	11.9.2019	16.8.2019	21.8.2019	Warmth for the winter. Beautiful coats and knits from new autumn yarns.
10	16.10.2019	20.9.2019	25.9.2019	Christmas is near. Festive outfits. Knit and crochet small gifts. Wool sock extra.
11-12	13.11.2019	18.10.2019	23.10.2019	Fun Christmas handicraft. DIY gifts and decorations.

## Rates 1.1.2019

Size	4-colour/EUR
2/1	12 120
1/1	6 060
1/2	4 400
1/3	3 757
1/4	3 200
1/8	2 100
2nd/3rd cover	6 670
Back cover	6 970
First spread	13 950
2nd spread	13 330

Guaranteed placement + 10%. VAT + 24%

Rates of the "Ostoksilla" ("Shopping") ad spots: [media.sanoma.fi/printti/aikakauslehdet](http://media.sanoma.fi/printti/aikakauslehdet)

## Technical Specifications

**Binding** stapled  
**Printing place** Kroompress AS, Tähe 133, 51013 Tartu, Estonia  
**Material requirements** on page 91 and [media.sanoma.fi](http://media.sanoma.fi)  
**Material traffic** [aikakausmedia.fi](http://aikakausmedia.fi)

Changes are possible, please see [media.sanoma.fi](http://media.sanoma.fi)

Tiede interests people more than ever. It is the second largest magazine in Finland. As the leading science media in the country, it makes life interesting by showing even the most ordinary things in a new light. Tiede surprises its readers with every issue and also reveals what is yet to come. The readers of Tiede are quality-conscious trendsetters who want to try out new things. They spend more money than the average population in almost all product categories.

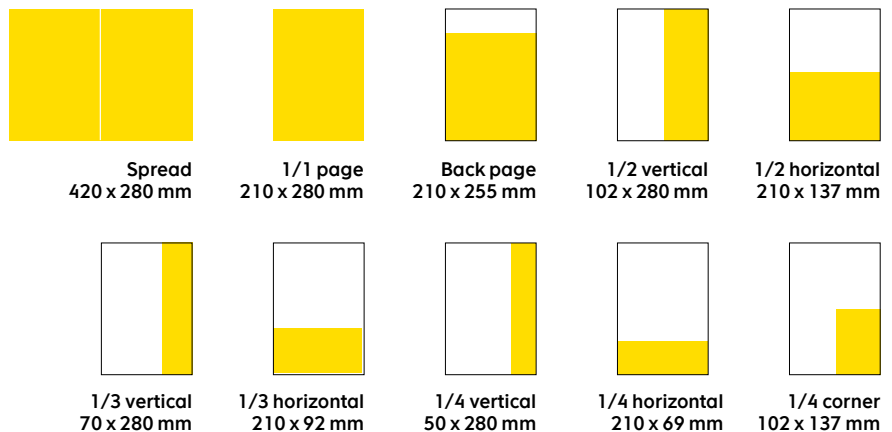
**Readers: 380 000**  
**Male readers: 237 000**  
**Reading time, men: 70 min**  
**Reading times, men 2.7**

Source: National Readership Survey magazines + total autumn 2017/spring 2018



[tiede.fi](http://tiede.fi)

## Ad Sizes



## Publication and Material Schedule

Issue	Published	Bookings	Materials	Theme
1	2.1.2019	3.12.2018	7.12.2018	Treating addiction with medication.
2	6.2.2019	11.1.2019	16.1.2019	Reorganizing the solar system.
3	6.3.2019	8.2.2019	13.2.2019	When the mammoth moved to Finland.
4	27.3.2019	1.3.2019	6.3.2019	Good, bad sugar.
5	17.4.2019	22.3.2019	27.3.2019	The dark matter of the genotype.
6	15.5.2019	17.4.2019	24.4.2019	Will vegetarianism save the earth?
7	12.6.2019	16.5.2019	21.5.2019	50 years since the moon landing.
8	10.7.2019	13.6.2019	18.6.2019	Love – personal choice or evolution?
9	7.8.2019	12.7.2019	17.7.2019	Surprising future of motoring.
10	28.8.2019	2.8.2019	7.8.2019	Finland in 2069: weather, climate, nature and population.
11	18.9.2019	23.8.2019	28.8.2019	Assets of the human brain against machine intelligence.
12	16.10.2019	20.9.2019	25.9.2019	Future food.
13	13.11.2019	18.10.2019	23.10.2019	Creating a designer child.
14	11.12.2019	14.11.2019	19.11.2019	Solving murder mysteries in the lab.

## Rates 1.1.2019

Size	4-colour/EUR
2/1	7 800
1/1	3 900
1/2	2 800
1/3	2 418
1/4	2 030
2nd/3rd cover	4 290
Back cover	4 480
First spread	9 000
2nd spread	8 590

Guaranteed placement +10%. VAT +24%

Rates of the "Ostoksilla" ("Shopping") ad spots: [media.sanoma.fi/printti/aikakauslehdet](http://media.sanoma.fi/printti/aikakauslehdet)

## Technical Specifications

**Binding** stapled  
**Printing place** Walstead Starachowice, ul. Bema 2c, 27-200 Starachowice, Poland  
**Material requirements** on page 91 and [media.sanoma.fi](http://media.sanoma.fi)  
**Material traffic** [aikakausmedia.fi](http://aikakausmedia.fi)

Changes are possible, please see [media.sanoma.fi](http://media.sanoma.fi)



The most beloved brand among expecting parents and families provides information, support and emotions at the most wonderful time in life. Vauva features the latest on pregnancy, childbirth and the development of a baby and a toddler. We are the largest magazine for families with a baby in Finland, but above all, the largest parenting media and community in Finland, and our multiple channels reach new families on the brink of a major change in life as they make purchases.

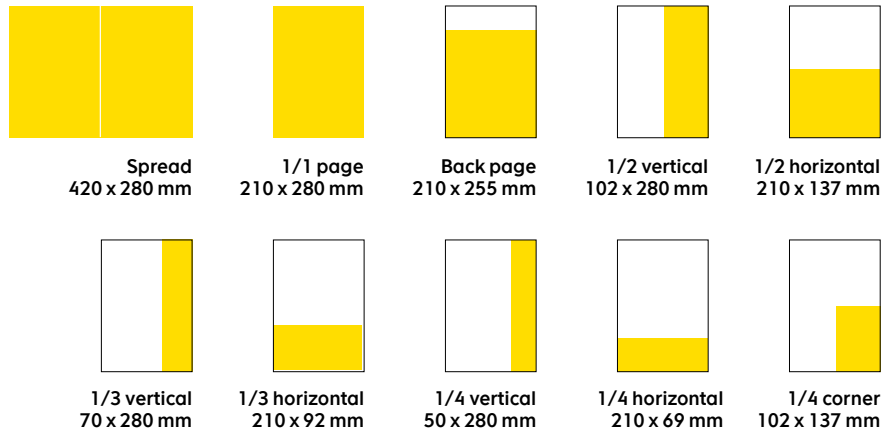
**Readers: 45 000**  
**Female readers: 38 000**  
**Reading time, women: 51 min**  
**Reading times, women: 2.1**

Source: National Readership Survey magazines + total autumn 2017/spring2018



[vauva.fi](http://vauva.fi)

## Ad Sizes



Multichannel full-page.  
 Read more at [media.sanoma.fi](http://media.sanoma.fi)

## Publication and Material Schedule

Issue	Published	Bookings	Materials	Theme
1-2	14.2.2019	18.1.2019	23.1.2019	Easy everyday meals. Baby's skin care. Overalls and outdoor clothes. Organize your home. Insurances.
3	14.3.2019	15.2.2019	20.2.2019	Health and well-being during pregnancy. Pram guide. When your baby falls ill. Interior of a family with a baby.
4	18.4.2019	22.3.2019	27.3.2019	Fashion for the mother and baby. Baby's parties. Allergies. Travel strollers.
5	16.5.2019	16.4.2019	24.4.2019	Health and well-being during pregnancy. Baby carriers and slings. Wellbeing of the mother's stomach. Protection from the sun.
6-7	13.6.2019	16.5.2019	21.5.2019	<b>Double issue.</b> Travelling with a baby: local holidays. Summer health problems and solutions. Family cars.
8	15.8.2019	19.7.2019	24.7.2019	<b>Food extra.</b> Easy everyday meals. Infant and child car seats. Daycare. Finances. Mother's skin care.
9	12.9.2019	16.8.2019	21.8.2019	Health and well-being during pregnancy. Mother's vitamins. Winter overalls. Developmental toys.
10	17.10.2019	20.9.2019	25.9.2019	<b>Interior design extra.</b> Highchairs. Diaper guide. Most common illnesses.
11	14.11.2019	18.10.2019	23.10.2019	Health and well-being during pregnancy. Toys. Christmas gift ideas. Help with breastfeeding.
12	12.12.2019	14.11.2019	19.11.2019	Sleep extra. Cribs. Baby monitors. Mother's beauty. Travelling with a baby.

## Rates 1.1.2019

Size	4-colour/EUR
2/1	10 100
1/1	5 050
1/2	3 650
1/3	3 131
1/4	2 650
1/8	1 370
2nd/3rd cover	5 560
Back cover	5 830
First spread	11 620
2nd spread	11 120

Guaranteed placement +10%. VAT +24%

Rates of the "Ostoksilla" ("Shopping") ad spots: [media.sanoma.fi/printti/aikakauslehdet](http://media.sanoma.fi/printti/aikakauslehdet)

## Technical Specifications

**Binding** stapled  
**Printing place** Printall AS, Tala 4, Tallinn 11415, Estonia  
**Material requirements** on page 91 and [media.sanoma.fi](http://media.sanoma.fi)  
**Material traffic** [aikakausmedia.fi](http://aikakausmedia.fi)

Changes are possible, please see [media.sanoma.fi](http://media.sanoma.fi)

The suitability of inserts and product samples for mechanical production must always be confirmed in advance. This testing applies especially to thick inserts, letter fold inserts, inserts with a size restriction as well as sample products and goods.

## Distribution Rates of Inserts

	Group 1	Group 2
Price EUR / 1 000 pcs The VAT valid at the time will be added to the prices. If the insert is only added to some copies of the issue, +20% is charged, but the minimum charge is EUR 1 800 net.	Aku Ankka Hyvä terveys ET-lehti Kodin Kuvalehti Me Naiset	ET Terveys Gloria Glorian Koti Glorian ruoka&viini Matkaopas Meidän Perhe Suuri Käsityö Sport Tiede Vauva Prinsessa

Insert Weight	EUR / 1 000 pcs	EUR / 1 000 pcs
Max. 5 g	77	113
6-10 g	90	124
11-20 g	103	134
21-30 g	117	155
31-40 g	142	176
41-50 g	167	196
51-60 g	180	227

## Distribution Rates of Product Samples

	Group 1	Group 2
Price EUR / 1 000 pcs The VAT valid at the time will be added to the prices. If the insert is only added to some copies of the issue, +20% is charged, but the minimum charge is EUR 1 800 net.	Aku Ankka Hyvä terveys ET-lehti Kodin Kuvalehti Me Naiset	ET Terveys Gloria Glorian Koti Glorian ruoka&viini Matkaopas Meidän Perhe Suuri Käsityö Sport Tiede Vauva Prinsessa

Product Sample	EUR / 1 000 pcs	EUR / 1 000 pcs
Max. 5 g	103	153
6-10 g	125	174
11-20 g	147	194
21-30 g	159	225
31-40 g	182	256
41-50 g	193	276
51-60 g	216	296

VAT is added to the prices.

## Contacts Concerning Inserts:

[ilmoitusliitteet@sanoma.fi](mailto:ilmoitusliitteet@sanoma.fi)

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# Kids Media

Kids Media is the leading publisher of content for children and adolescents in Finland. Our versatile, multichannel product portfolio offers readers fun moments, unforgettable experiences, educational activities and high-quality reading.

**Media Service**

Tel. +358 (0) 9 120 5090  
mediapalvelu@sanoma.com

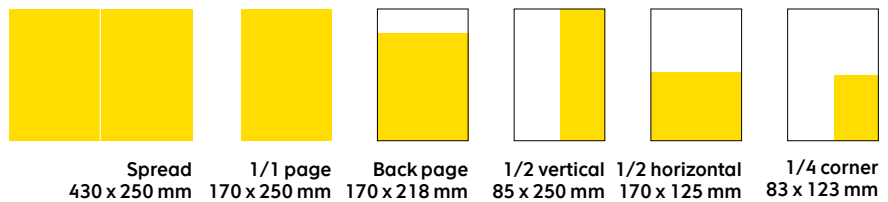
Aku Ankka (Donald Duck) is the most fun and also the most popular weekly magazine in Finland. Each week, the mag invites 686 000 Finnish men, women, girls and boys to Duckburg. The popularity of the magazine is based on the world's funniest set of characters, the rich and playful Finnish language passionately cherished by its editors, and the action-packed adventures. Aku Ankka entertains readers of all ages, but is seen most often in the hands of 7-54-year-olds. It is read multiple times and kept for years.

**Readers: 686 000**

Source: National Readership Survey autumn 2017 / spring 2018 and Yippee 2017 / Kantar TNS Oy



### Ad Sizes



[akuankka.fi](http://akuankka.fi)

### Publication and Material Schedule

Issue	Published	Bookings	Materials	Issue	Published	Bookings	Materials
1	2.1.2019	28.11.2018	3.12.2018	27	3.7.2019	4.6.2019	7.6.2019
2	9.1.2019	5.12.2018	10.12.2018	28	10.7.2019	11.6.2019	14.6.2019
3	16.1.2019	12.12.2018	17.12.2018	29	17.7.2019	19.6.2019	24.6.2019
4	23.1.2019	20.12.2018	28.12.2018	30	24.7.2019	26.6.2019	1.7.2019
5	30.1.2019	2.1.2019	7.1.2019	31	31.7.2019	3.7.2019	8.7.2019
6	6.2.2019	9.1.2019	14.1.2019	32	7.8.2019	10.7.2019	15.7.2019
7	13.2.2019	16.1.2019	21.1.2019	33	14.8.2019	17.7.2019	22.7.2019
8	20.2.2019	23.1.2019	28.1.2019	34	21.8.2019	24.7.2019	29.7.2019
9	27.2.2019	30.1.2019	4.2.2019	35	28.8.2019	31.7.2019	5.8.2019
10	6.3.2019	6.2.2019	11.2.2019	36	4.9.2019	7.8.2019	12.8.2019
11	13.3.2019	13.2.2019	18.2.2019	37	11.9.2019	14.8.2019	19.8.2019
12	20.3.2019	20.2.2019	25.2.2019	38	18.9.2019	21.8.2019	26.8.2019
13	27.3.2019	27.2.2019	4.3.2019	39	25.9.2019	28.8.2019	2.9.2019
14	3.4.2019	6.3.2019	11.3.2019	40	2.10.2019	4.9.2019	9.9.2019
15	10.4.2019	13.3.2019	18.3.2019	41	9.10.2019	11.9.2019	16.9.2019
16	17.4.2019	20.3.2019	25.3.2019	42	16.10.2019	18.9.2019	23.9.2019
17	24.4.2019	25.3.2019	28.3.2019	43	23.10.2019	25.9.2019	30.9.2019
18	2.5.2019	2.4.2019	5.4.2019	44	30.10.2019	2.10.2019	7.10.2019
19	8.5.2019	8.4.2019	11.4.2019	45	6.11.2019	9.10.2019	14.10.2019
20	15.5.2019	15.4.2019	18.4.2019	46	13.11.2019	16.10.2019	21.10.2019
21	22.5.2019	24.4.2019	29.4.2019	47	20.11.2019	23.10.2019	28.10.2019
22	29.5.2019	2.5.2019	6.5.2019	48	27.11.2019	30.10.2019	4.11.2019
23	5.6.2019	8.5.2019	13.5.2019	49	4.12.2019	6.11.2019	11.11.2019
24	12.6.2019	15.5.2019	20.5.2019	50	11.12.2019	12.11.2019	15.11.2019
25	19.6.2019	22.5.2019	27.5.2019	51	18.12.2019	19.11.2019	22.11.2019
26	26.6.2019	29.5.2019	3.6.2019	52	23.12.2019	25.11.2019	28.11.2019

### Rates 1.1.2019

Size	4-colour/EUR
2/1	23 200
1/1	11 600
1/2	5 700
1/4	4 430
3rd cover	13 250
Back page	13 950

VAT +24%

### Technical Specifications

**Binding** stapled  
**Printing place** Walstead  
 Krakow, ul. Pollanki 18,  
 30-740 Krakow, Poland  
**Material requirements**  
 on page 91 and  
[media.sanoma.fi](http://media.sanoma.fi)  
**Material traffic**  
[aikakausmedia.fi](http://aikakausmedia.fi)

Changes are possible,  
 please see [media.sanoma.fi](http://media.sanoma.fi)

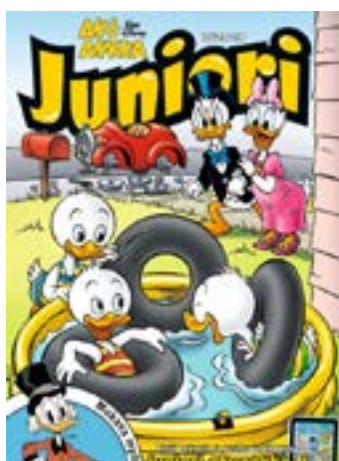


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Aku Ankka Juniori (Donald Duck Junior) is a happy reading and activity package featuring not only the residents of Duckburg, but also other Disney favourites. The funny stories and activities of the magazine and the digital service create a positive reading experience and also promote the learning of essential skills, such as reading and counting. The activities are designed together with early childhood education professionals. Aku Ankka Junior is the first step into Duckburg for 3–8-year-old children and their parents!

**Readers: 71 000**

Source: Yippee 2017 / TNS Kantar Oy



### Ad Size



Back page  
210 x 255 mm

[juniori.akuankka.fi](http://juniori.akuankka.fi)

## Publication and Material Schedule

Issue	Published	Bookings	Materials
1	3.1.2019	29.11.2018	4.12.2018
2	7.2.2019	10.1.2019	15.1.2019
3	7.3.2019	7.2.2019	12.2.2019
4	4.4.2019	7.3.2019	12.3.2019
5	2.5.2019	2.4.2019	5.4.2019
6	6.6.2019	9.5.2019	14.5.2019
7	4.7.2019	6.6.2019	11.6.2019
8	1.8.2019	4.7.2019	9.7.2019
9	5.9.2019	8.8.2019	13.8.2019
10	3.10.2019	5.9.2019	10.9.2019
11	7.11.2019	10.10.2019	15.10.2019
12	5.12.2019	7.11.2019	12.11.2019

## Rates 1.1.2019

Size	4-colour/EUR
Back page	2,850

VAT +24%

## Technical Specifications

**Binding** stapled  
**Printing place** Printall AS, Tala 4, Tallinn 11415, Estonia  
**Material requirements** on page 91 and [media.sanoma.fi](http://media.sanoma.fi)  
**Material traffic** [aikakausmedia.fi](http://aikakausmedia.fi)

Changes are possible, please see [media.sanoma.fi](http://media.sanoma.fi)

Prinsessa is a fairy-tale magazine for little girls, featuring the adventures of Disney beauties. In 2019, issues 2, 5 and 11 are Frozen magazines. Issues 3 and 8 are “Charming Styles” activity magazines, of which the latter is dedicated to the style of Frozen girls: the long-awaited Frozen 2 movie will be coming out in 2019. The issues contain stories, activities and a surprise, such as a piece of jewellery, a tiara or stickers. Modern princesses are active and curious – they are interested in action-packed adventures as well as everything cute and sparkly. The magazine is often browsed together with an adult.

**Readers: 71 000**

Source: Yippee 2017 / TNS Kantar Oy



## Ad Size



1/1 page  
210 x 280 mm

## Publication and Material Schedule

Issue	Published	Bookings	Materials
1	4.1.2019	22.11.2018	28.11.2018
2	1.2.2019	21.12.2018	28.12.2018
3	1.3.2019	21.1.2019	28.1.2019
4	5.4.2019	25.2.2019	4.3.2019
5	3.5.2019	21.3.2019	28.3.2019
6	7.6.2019	29.4.2019	6.5.2019
7	5.7.2019	27.5.2019	3.6.2019
8	2.8.2019	24.6.2019	1.7.2019
9	6.9.2019	29.7.2019	5.8.2019
10	4.10.2019	26.8.2019	2.9.2019
11	1.11.2019	23.9.2019	30.9.2019
12	5.12.2019	28.10.2019	4.11.2019

## Rates 1.1.2019

Size	4-colour/EUR
1/1	2,000

VAT +24%

## Technical Specifications

**Binding** stapled  
**Printing place** Kroonpress AS, Tähe 133, 51013 Tartu, Estonia  
**Material requirements** on page 91 and [media.sanoma.fi](http://media.sanoma.fi)  
**Material traffic** [aikakausmedia.fi](http://aikakausmedia.fi)

Changes are possible, please see [media.sanoma.fi](http://media.sanoma.fi)



# MATERIAL INFORMATION AND INSTRUCTIONS FOR MAGAZINES

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## Material Information and Instructions for Channels with a Magazine Layout:

Aku Anka, ET-lehti, ET Terveys, Gloria, Glorian Koti, Glorian ruoka & viini, Hyvä Terveys, Kodin Kuvalehti, Matkaopas, Meidän Perhe, Me Naiset, Prinsessa, Sport, Suuri Käsityö, Tiede and Vauva. HS Kuukausiliite Monthly Supplement, HS Teema (Theme) Magazine, IS Theme Magazines, IS TV Guide, Urheilusanomat.

## Pre-made Materials

Pre-made material means a PDF file including all the elements for the ad: texts, images, graphics and fonts. Pre-made material is not edited by the paper, but is published as is.

The material size must be the same as the ad size; 5 mm bleeds and crop marks are added to the PDF.

Avoid text from being cropped off by not positioning the text and other essential content (such as logos) closer than 5 mm to the outer edges of the ad.

In products with adhesive binding, please take the spine into consideration in texts that go across the spread. Normally, a 6 + 6 mm bleed is enough.

Classified ads ("Ostoksilla") do not need bleeds; the ad must have a frame or background colour as stated in the ad spot booking.

## Delivering Material Information

The materials for Sanoma Lifestyle and Kids Media magazines are delivered via the aikakausmedia.fi website. This does not concern Classified Ads: their material is delivered using the material link. The link will be e-mailed to the material deliverer stated in the ad booking.

The material for HS and IS magazine-type products is delivered using the material link. The link will be e-mailed to the material deliverer stated in the ad booking. The link can be requested from: [aineistopalvelut@sanoma.com](mailto:aineistopalvelut@sanoma.com) or by calling +358 (0) 9 122 4544.

## Technical Requirements for Materials

**See the instructions for bleeds:**  
[media.sanoma.fi/leikkuuvara-ohje](https://media.sanoma.fi/leikkuuvara-ohje)

### Images

The optimum image resolution is 300 dpi, minimum is 250 dpi when the image is 1:1 in the DTP software. The colour values of images must be configured as process colours (CMYK). See the ICC profile for each magazine at:  
[media.sanoma.fi/aineisto-ohjeet-aikakausilehdet](https://media.sanoma.fi/aineisto-ohjeet-aikakausilehdet)

### Inks

The ink limit is 300%. To produce a strong black colour on larger colour surfaces, the recommendation is 100% black, 50% cyan, 40% magenta and 30% yellow.

### Texts

Use Adobe Type1 and OpenType fonts. When you save the PDF file, include all the fonts that you have used.

### ICC Profiles

Download the ICC profiles at:  
[media.sanoma.fi/aineisto-ohjeet-aikakausilehdet](https://media.sanoma.fi/aineisto-ohjeet-aikakausilehdet)

## Materials to be Prepared

The Material Services of Sanoma Media Finland helps you to create an ad from brainstorming to production. All materials in a document format are materials to be prepared. The Material Services can also create ads based on a script provided by the advertiser. Ad texts are delivered in MS Word, TXT or RTF format. In addition to the ad text, we need a layout template and the original versions of images and logos to be used in the ad. The image elements are delivered in EPS, TIFF or JPG format.

The material for an ad to be prepared is delivered using the material link. The link will be e-mailed to the material deliverer stated in the ad booking. The link can be used to upload all the files at once.

Prior to publication, you may receive a proof version of the ad to be prepared by e-mail if this has been agreed upon during the ad booking and if the material has been delivered on schedule. Ad preparation is subject to a separate charge.

## Magazine Inserts and Special Solutions

The material delivery instructions for inserts and special solutions in magazines are available from the Inserts Team, tel. +358 (0) 9 122 7252 or [ilmoitusliitteet@sanoma.com](mailto:ilmoitusliitteet@sanoma.com). More information about special solutions at:  
[media.sanoma.fi/aineisto-ohjeet-liitteet-aikakauslehdet](https://media.sanoma.fi/aineisto-ohjeet-liitteet-aikakauslehdet)

## Conditions of Sale

Sanoma's General Conditions of Sale can be found at:  
<https://media.sanoma.fi/sanoman-yleiset-myyntiehtot>



## **Sanoma – all commercial encounters from one house**

Almost all Finns (97%) spend time with Sanoma’s media every week. You can reach both the large audiences as well as all of your relevant target groups at different moments in life. Our uniquely broad media portfolio includes the most beloved and important top brands in the country, which offer entertaining, inspiring content that encourages discussion. The trusted, respected brands are returned to time and time again. Build influential, effective campaigns with us and know the environment where your message is displayed. The safe, domestic media environment of Sanoma has been shown to also reflect positively on the advertised brand.

**media.sanoma.fi**

**Sanoma Media Finland Oy  
Töölönlahdenkatu 2  
00100 Helsinki**

**P.O. Box 85, 00089 Sanoma**

**Tel. +358 (0) 9 1221 (exchange)**

**media.sanoma.fi**