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Media Information 2021

sanoma Aina tulee sanomista.

Dear partner,

After the exceptional year 2020, it feels remarkably good to turn our gaze to the future. The days are getting longer once more, and the worst of the pandemic is expected to be over this year. Hopefully we are in for a somewhat smoother ride.

The need and demand for fact-based, carefully produced, in-depth journalism has been high. The ever-accelerating digital transformation can be seen in the growth in subscribers to Helsingin Sanomat, for example. The total number of subscribers has passed the 400 000 mark for the first time since 2013, and already roughly a third of these subscriptions are digital only. Visits to the Ilta-Sanomat service, the largest news media in Finland, have also increased by more than 20%, and Sanoma magazines media appears to have taken the lead in the B2B market in its field.

News Media



Quantity & Quality

Sanoma news media allows you to reach the audience in a quality environment: Helsingin Sanomat, Aamulehti, Satakunnan Kansa and Ilta-Sanomat. An active audience with purchasing power and a thirst for knowledge. In a safe environment where advertising is even seen as a service. You can reach an audience of millions or only the target group of your choice.

Last year, we welcomed a group of new colleagues from the provinces of Pirkanmaa and Satakunta, as Aamulehti, Satakunnan Kansa and various other leading media in their regions became part of our company. The integration process was finalized at the end of November, and this year, we can focus on building an offering with an even higher reach and greater regional impact.

Our news media brands continue their journey towards an increasingly digital future, keeping pace with their audience. This requires even more accurate insight into consumers and their needs. The user experience, personalized content and new, digital storytelling tools are at the heart of this progress.

One of the priorities this year is to gain wider perspectives in the framework of news media. The news stream will continue to form the core of our news media brands, but we will stretch our content to meet consumer needs more extensively. We must be able to

create target group-specific content with an even higher reach. One example of a stronger target group context is HS Visio, which is scheduled to be launched in early March. In addition to this, we will continue to invest in the joint digital package of Ilta-Sanomat and Me Naiset and reinforce the synergy of our food content. Our total reach is already at an excellent level, but we will now try to add depth and dimension to our content, using the identified needs of the target groups as our guidelines.

We offer marketers high-impact, valued and reliable media environments and advertising solutions that are even more effective in these environments. Sanoma's rich palette of media choices, creative solutions and data capabilities provide excellent conditions for growth in 2021.

A handwritten signature in black ink, appearing to read 'Pietari Korhonen'.

Pietari Korhonen
Head of Newsmedia & Lifestyle

Total TV



Emotion & Power

The TV is an emotional media with a wide reach and immediate impact. Appeal to your target groups in even more ways by including the Ruutu Video Network in your video campaign.

Radio



Activeness & Emotional State

Finland's best voices, most interesting audiences and the most effective audio platforms for your audio advertising. Real-time in this moment, both nationally and regionally.

Digital Solutions & Data



Audiences & Media Environments

Reach everyone. Or just very precisely defined target audiences tailored for you in Finland's most trusted and desired media brands. In environments where we know more about the visitors than anyone else in Finland.

Magazines Media



Depth & Inspiration

Sanoma's magazines media enriches Finns' lives by offering experiences, helping them day-to-day and inspiring them on special occasions – by offering "me" time around topics that are important to individuals. What's best, advertising in magazines media is considered a firm part of the reading experience, even a service.

Creative Solutions



Content & Creativity

Creativity increases efficacy. Combine creative thinking and new ways of exploiting Sanoma's wide-reaching, multichannel media palette in your commercial goals to achieve efficacy and success. Become a central part of the ideas generated in Sanoma media that get the whole country talking – it works!

Events



Experiences & Encounters

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

Native Solutions



Content & Consumer Relationship

Deepen the relationship between consumers and your brand using quality native content. Our data reveals what content appeals to your target groups and how you can reach them.



Always in the right place, at the right time

The news are skilfully told stories that draw us close and allow us to see far. Everything we see in connection with the news gains a new value. It becomes important to us. And in Sanoma news media, important becomes interesting.

Now even more extensive Sanoma news media allows you to reach an audience of millions in a quality environment. An active audience with purchasing power and a thirst for knowledge.

In an environment that is reliable and where advertising is seen as a service, even a source of inspiration and ideas.

Multichannel advertising solutions in Helsingin Sanomat, Aamulehti and Satakunnan Kansa provide a high-quality, effective advertising environment for your marketing needs. Your customer will focus on your message when the time and place are just right for them. Studies show that multichannel solutions increase the attention value and impact of advertising.

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Sanomat – all commercial encounters from one media company

Almost all Finns (95%) 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 makes people talk. 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.



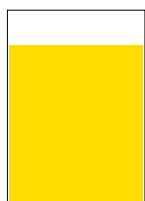
sanoma

Aina tulee sanomista.

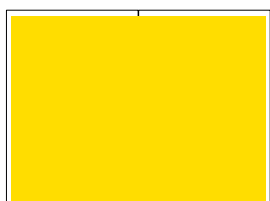
HELSINGIN SANOMAT, HS LOCALS, AAMULEHTI AND SATAKUNNAN KANSA

Ad sizes

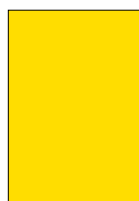
5 columns



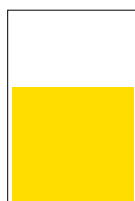
Front page
*/**
5 x 308 mm



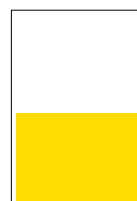
2/1 page **
10 x 365 mm



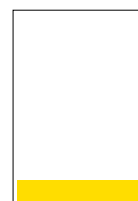
1/1 page
**
5 x 365 mm



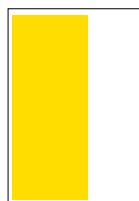
5 x 226 mm



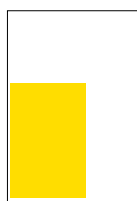
1/2 page
**
5 x 180 mm



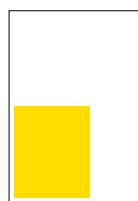
5 x 88 mm***



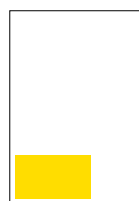
3 x 365 mm **



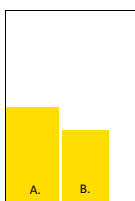
3 x 226 mm



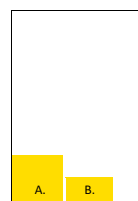
3 x 180 mm***



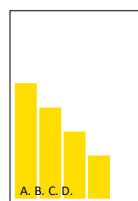
3 x 88 mm



A. 2 x 180 mm ***
B. 2 x 134 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

* The front page is not for sale in HS local papers.

** The multichannel solution only applies to Helsingin Sanomat, Aamulehti and Satakunnan Kanssa.

*** The multichannel solution only applies to Helsingin Sanomat.

Column widths

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

Helsingin Sanomat



HELSINGIN SANOMAT

Publication and schedules

Publication 2021

Helsingin Sanomat is published every day except:

Friday 1/1	New Year's Day
Thursday 7/1	day after Epiphany
Sunday 4/4	Easter Sunday
Monday 5/4	Easter Monday
Sunday 2/5	day after May Day
Friday 14/5	day after Ascension Day
Friday 25/6	Midsummer Eve
Saturday 26/6	Midsummer Day
Sunday 27/6	day after Midsummer
Sunday 7/11	day after All Saints' Day
Saturday 25/12	Christmas Day
Sunday 26/12	Boxing Day

The Thursday section is published on Thursdays apart from:

7/1

Nyt is published on Fridays apart from:

Thursday 13/5

Thursday 24/6

not published on Friday 31/12 (Christmas double issue published on 24/12)

HS is published with a Sunday layout and the Sunday rates apply to the following issues:

Saturday 3/4	Saturday 6/11
Saturday 1/5	Friday 24/12
Thursday 24/6	

HS special supplements in 2021

HS Koulutusliite education supplement	Friday 22/1
HS Kesäliite summer supplement	Friday 21/5

See the ad sizes, media rates and schedules for the special supplements at media.sanoma.fi

HELSINGIN SANOMAT

Publication and schedules

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

Exceptions to the schedule

Publication day	Bookings	Materials
Thursday: Thursday section	Thu 3 pm of previous week	Wed 12 noon
Friday: Nyt Weekly Supplement	Thu 3 pm of previous week	Wed 12 noon
Saturday: Saturday section (HS Visio as of 6 March 2021)	Fri 3 pm of previous week	Fri 12 noon
Saturday: Motor vehicles, Depot and Boats classified ads (Saturday section), HS classified ads in the C section of the paper as of 6 March 2021, normal schedules	Wed 10 am	Fri 12 noon
Sunday: Fixed position on the Sunday pages	Thu 9 am	Fri 12 noon
Sunday: Finance/Jobs	Fri 9 am	Fri 12 noon
Sunday: Classified ads in the Home section	Thu 3 pm	Fri 12 noon

HS LOCALS

Publication and schedules

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	Mon 10 am	Wednesday	Thu 12 noon

Free distribution on Wednesdays and between Helsingin Sanomat on Thursdays, apart from the following days.

Wednesday 6/1	Free distribution and between HS
Wednesday 23/6	Free distribution and between HS



HS VIIKKO, HS KUUKAUSILIITE MONTHLY SUPPLEMENT AND HS TEEMA (THEME) MAGAZINE

Publication and schedules

HS Viikko

Publication day	Bookings	Materials
Friday	Mon 9 am	Wed 12 noon
HS Viikko is published on Fridays with the following exceptions.		
Thursday 1/4		
Thursday 24/6		
The issue published on Friday 17/12 is a double issue.		
Friday 24/12 no issue.		

HS Kuukausiliite Monthly Supplement

HS Kuukausiliite Monthly Supplement is published once a month.

Issue	Publication day	Bookings	Materials
1	Saturday 2/1	9/12	16/12
2	Saturday 6/2	20/1	27/1
3	Saturday 6/3	17/2	24/2
4	Saturday 3/4	17/3	24/3
5	Saturday 1/5 (May Day)	14/4	21/4
6	Saturday 5/6	19/5	26/5
7	Saturday 3/7	16/6	23/6
8	Saturday 7/8	21/7	28/7
9	Saturday 4/9	18/8	25/8
10	Saturday 2/10	15/9	22/9
11	Saturday 6/11	20/10	27/10
12	Saturday 4/12	17/11	24/11

HS Teema (Theme)

Issue	Publication day	Bookings	Pre-made materials
1	Thursday 18/2	1/2	4/2
2	Thursday 22/4	6/4	9/4
3	Thursday 17/6	31/5	3/6
4	Thursday 19/8	2/8	5/8
5	Thursday 21/10	4/9	7/9
6	Thursday 16/12	29/11	2/12



HELSINGIN SANOMAT

Rates and other information

Helsingin Sanomat

Structure on different days of the week	16
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Editorial environment	20
Retail	23
HS Tehopaketti booster package	24
Thursday section, Nyt, Saturday section	25
Classified ads	26
Jobs	27
New buildings supplement	29
Family announcements	30
HS Viikko and HS Teema (Theme)	32
HS Locals	34
HS Kuukausiliite monthly supplement	37

HELSINGIN SANOMAT

Structure on different days of the week

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, Job advertisements
C				Thursday section	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*	Home section
						Kuukausiliite Monthly Supplement 1 x month	

* HS Visio will replace the Saturday section as of 6 March 2021.

HELSINGIN SANOMAT

Fixed position ads

A Section

	Columns x mm	mm x mm	*	Monday–Thursday, €	Friday–Saturday, €	Sunday, €
Front page	5 x 308	254 x 308	*	56 923	61 210	69 247
First spread, A6–7	10 x 365	528 x 365	*	50 339	55 373	62 924
News opening, A7 or A9	2 x 365	99 x 365		13 034	14 337	16 293
First right-hand page	5 x 365	254 x 365	*	28 765	31 642	35 956
A section centrefold	10 x 365	528 x 365	*	50 339	55 373	62 924
	10 x 180	528 x 180		33 942	37 336	42 427
A section back page	5 x 365	254 x 365	*	26 894	29 584	33 618

* Multichannel solution HS + HS.fi

B and C section

	Columns x mm	mm x mm	*	Monday–Thursday, €	Friday–Saturday, €	Sunday, €
Sunday pages, C section	5 x 365	254 x 365	*			32 094
Events, reminder	2 x 42	99 x 42		711	782	888
Weather page	2 x 42	99 x 42		883	971	1 104

* Multichannel solution HS + HS.fi

HELSINGIN SANOMAT

Fixed position ads

Thursday section, Nyt and Saturday section

	Columns x mm	mm x mm	*	Thursday section, €	Nyt, Friday, €	Saturday section, €
Front page	5 x 88	254 x 88	*	4 519	4 971	4 971
Back page	5 x 365	254 x 365	*	15 201	16 721	16 721

* Multichannel solution HS + HS.fi

HS Visio will replace the Saturday section as of 6 March 2021. See the media information at media.sanoma.fi

Home section (Sunday)

	Columns x mm	mm x mm	*	Sunday, €
Front page	5 x 88	254 x 88	*	6 624
Page 3	2 x 365	99 x 365		8 334
Page 5	5 x 365	254 x 365	*	19 696
Back page	5 x 365	254 x 365	*	19 696

* Multichannel solution HS + HS.fi

Jobs (B section, Sunday)

	Columns x mm	mm x mm	Sunday, €
Nominations	2 x 134	99 x 134	4 809

Announcements in the Nominations section are not multichannel.

Fixed insert* Helsingin Sanomat

	Monday–Thursday, €	Friday–Saturday, €	Sunday, €
4 pages	45 410	49 951	52 222
8 pages	68 116	74 927	78 334

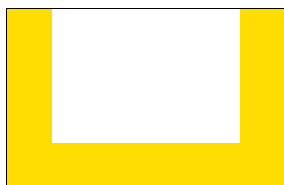
4 or 8 consecutive pages within the paper. No pre-determined placement.

* Multichannel solution HS + HS.fi

HELSINGIN SANOMAT

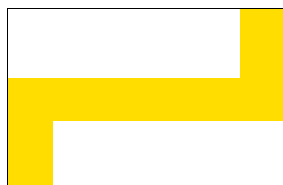
Creative solutions

Ad sizes



U

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



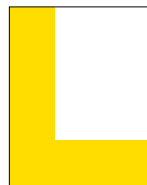
Path

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

See the material instructions at media.sanoma.fi

Creative solutions

		U, €	Tunnel, €	L, €	Path, €
HS text	Monday–Thursday	31 790	22 076	15 895	
	Friday–Saturday	34 968	24 284	17 484	
	Sunday	39 737	27 595	19 868	
Thursday section	Thursday	20 663	14 350	10 332	14 350
Saturday section*	Saturday	22 730	15 784	11 365	15 784

* The Saturday section will be published for the last time on 27 February 2021.

HELSINGIN SANOMAT

Editorial environment

Domestic						
Modules	Columns x mm	mm x mm	*	Monday–Thursday, €	Friday–Saturday, €	Sunday, €
2/1 page	10 x 365	528 x 365	*	49 112	54 022	61 389
2/1 page, half	10 x 180	528 x 180		33 114	36 425	41 393
1/1 page	5 x 365	254 x 365	*	28 064	30 870	35 079
	5 x 226	254 x 226		19 868	21 855	24 835
	3 x 365	150 x 365	*	20 206	22 226	25 257
1/2 page	5 x 180	254 x 180	*	16 839	18 522	21 048
	2 x 365	99 x 365		12 716	13 988	15 895
	5 x 134	254 x 134		11 920	13 113	14 902
	3 x 226	150 x 226				
	3 x 180	150 x 180	*	10 012	11 013	12 514
1/4 page	5 x 88	254 x 88	*	8 343	9 178	10 429
	2 x 226	99 x 226		7 947	8 742	9 935
	3 x 134	150 x 134		7 153	7 867	8 940
	2 x 180	99 x 180	*	6 675	7 341	8 343
	5 x 66	254 x 66		5 960	6 557	7 451
	3 x 88	150 x 88		4 768	5 246	5 960
	2 x 134	99 x 134	*	5 006	5 506	6 257
	5 x 42	254 x 42		3 973	4 371	4 967
	1 x 226	47 x 226				
	3 x 66	150 x 66		3 577	3 934	4 471
	2 x 88	99 x 88		3 179	3 497	3 973
	1 x 180	47 x 180				
	2 x 66	99 x 66		2 384	2 622	2 980
	3 x 42	150 x 42		2 227	2 449	2 783
	1 x 134	47 x 134				
	2 x 42	99 x 42		1 060	1 165	1 325
	1 x 88	47 x 88				
	1 x 66	47 x 66		795	874	993
	1 x 42	47 x 42		505	556	632

* Multichannel solution HS + HS.fi

HELSINGIN SANOMAT

Editorial environment

Within text, City News, Culture, Finance, International, Sports, Travel Ad Pages

Modules	Columns x mm	mm x mm	*	Monday–Thursday, €	Friday–Saturday, €	Sunday, €
2/1 page	10 x 365	528 x 365	*	40 926	45 019	51 158
2/1 page, half	10 x 180	528 x 180		27 595	30 355	34 494
1/1 page	5 x 365	254 x 365	*	23 387	25 725	29 233
	5 x 226	254 x 226		16 557	18 212	20 696
	3 x 365	150 x 365	*	16 839	18 522	21 048
1/2 page	5 x 180	254 x 180	*	14 031	15 435	17 539
	2 x 365	99 x 365		10 597	11 656	13 246
	5 x 134	254 x 134		9 935	10 927	12 419
	3 x 226	150 x 226				
	3 x 180	150 x 180	*	8 343	9 178	10 429
1/4 page	5 x 88	254 x 88	*	6 953	7 648	8 690
	2 x 226	99 x 226		6 623	7 285	8 278
	3 x 134	150 x 134		5 960	6 557	7 451
	2 x 180	99 x 180	*	5 562	6 118	6 953
	5 x 66	254 x 66		4 967	5 464	6 209
	3 x 88	150 x 88		3 973	4 371	4,967
	2 x 134	99 x 134	*	4 171	4 589	5 215
	5 x 42	254 x 42		3 312	3 643	4 139
	1 x 226	47 x 226				
	3 x 66	150 x 66		2 980	3 278	3 725
	2 x 88	99 x 88		2 649	2 914	3 312
	1 x 180	47 x 180				
	2 x 66	99 x 66		1 987	2 185	2 484
	3 x 42	150 x 42		1 854	2 040	2 319
	1 x 134	47 x 134				
	2 x 42	99 x 42		883	971	1 104
	1 x 88	47 x 88				
	1 x 66	47 x 66		663	729	828
	1 x 42	47 x 42		421	464	527

* Multichannel solution HS + HS.fi

HELSINGIN SANOMAT

Editorial environment

Floating ads				
Modules	Columns x mm	mm x mm	*	€
Domestic (the ad is published with the Domestic news in Section A of the paper). Floating time one week				
1/1 page	5 x 365	254 x 365	*	20 347
1/2 page	5 x 180	254 x 180	*	12 208
	2 x 365	99 x 365		9 218
	3 x 180	150 x 180	*	7 259
1/4 page	5 x 88	254 x 88	*	6 048
	2 x 180	99 x 180	*	4 839
	2 x 88	99 x 88		2 305
Domestic (the ad is published with the Domestic news in Section A of the paper). Floating time 3 days				
1/1 page	5 x 365	254 x 365	*	23 854
1/2 page	5 x 180	254 x 180	*	14 313
	2 x 365	99 x 365		10 809
	3 x 180	150 x 180	*	8 510
1/4 page	5 x 88	254 x 88	*	7 091
	2 x 180	99 x 180	*	5 673
	2 x 88	99 x 88		2 702
Within text. Floating time one week				
1/1 page	5 x 365	254 x 365	*	16 955
1/2 page	5 x 180	254 x 180	*	10 172
	2 x 365	99 x 365		7 683
	3 x 180	150 x 180	*	6 048
1/4 page	5 x 88	254 x 88	*	5 040
	2 x 180	99 x 180	*	4 033
	2 x 88	99 x 88		1 921
Within text. Floating time 3 days				
1/1 page	5 x 365	254 x 365	*	19 879
1/2 page	5 x 180	254 x 180	*	11 927
	2 x 365	99 x 365		9 006
	3 x 180	150 x 180	*	7 091
1/4 page	5 x 88	254 x 88	*	5 910
	2 x 180	99 x 180	*	4 728
	2 x 88	99 x 88		2 251

* Multichannel solution HS + HS.fi

In floating ads, digital impressions accrue throughout the floating time.

HELSINGIN SANOMAT

Regional advertising

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. See the HS Tehopaketti booster package (Retail + HS Locals, p. 24)

Retail, east or west

Modules	Columns x mm	mm x mm	Monday–Friday, €	Saturday–Sunday, €*
2/1 page	10 x 365	528 x 365	14 498	16 109
1/1 page	5 x 365	254 x 365	8 285	9 206
	3 x 365	150 x 365	5 299	5 887
1/2 page	5 x 180	254 x 180	5 046	5 607
	3 x 180	150 x 180	1 340	1 488
1/4 page	5 x 88	254 x 88	1 277	1 418
	2 x 180	99 x 180	1 005	1 115
	3 x 88	150 x 88	736	818
	2 x 88	99 x 88	424	471
	1 x 180	47 x 180	201	222
	2 x 42	99 x 42		
	1 x 88	47 x 88		
	1 x 42	47 x 42	112	124

Retail, centre

Modules	Columns x mm	mm x mm	Monday–Friday, €	Saturday–Sunday, €*
2/1 page	10 x 365	528 x 365	16 204	18 005
1/1 page	5 x 365	254 x 365	9 260	10 288
	3 x 365	150 x 365	5 676	6 306
1/2 page	5 x 180	254 x 180	5 406	6 007
	3 x 180	150 x 180	1 457	1 620
1/4 page	5 x 88	254 x 88	1 388	1 542
	2 x 180	99 x 180	1 093	1 215
	3 x 88	150 x 88	801	890
	2 x 88	99 x 88	461	513
	1 x 180	47 x 180	218	244
	2 x 42	99 x 42		
	1 x 88	47 x 88		
	1 x 42	47 x 42	122	135

HELSINGIN SANOMAT

HS Tehopaketti booster package

HS Tehopaketti booster package on Wednesdays HS Retail + HS Locals

Modules	Columns x mm	mm x mm	Retail, centre + HS Helsinki	Retail, west + HS Espoo	Retail, east + HS Vantaa
2/1 page	10 x 365	528 x 365	19 445	17 398	16 915
1/1 page	5 x 365	254 x 365	11 112	9 943	9 667
	3 x 365	150 x 365	6 811	6 359	6 182
1/2 page	5 x 180	254 x 180	6 487	6 054	5 887
	3 x 180	150 x 180	1 748	1 608	1 563
1/4 page	5 x 88	254 x 88	1 665	1 533	1 490
	2 x 180	99 x 180	1 311	1 206	1 172
	3 x 88	150 x 88	961	883	859
	2 x 88	99 x 88	553	510	495
	1 x 180	47 x 180	553	510	495
	2 x 42	99 x 42	262	242	234
	1 x 88	47 x 88	262	242	234
	1 x 42	47 x 42	146	134	130

Multichannel options do not apply to the HS Tehopaketti booster package.

HS Tehopaketti booster package is a product package containing HS regional Retail and a HS local paper. The ad is visible in the selected region in the Retail section on Wednesday and in the HS local paper of the same region.

HELSINGIN SANOMAT

Thursday section, Nyt, Saturday section

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	*	26 602	29 261	29 261
2/1 page, half	10 x 180	528 x 180		17 936	19 731	19 731
1/1 page	5 x 365	254 x 365	*	15 201	16 721	16 721
	5 x 226	254 x 226		10 762	11 839	11 839
	3 x 365	150 x 365	*	10 946	12 039	12 039
1/2 page	5 x 180	254 x 180	*	9 121	10 033	10 033
	2 x 365	99 x 365		6 888	7 577	7 577
	5 x 134	254 x 134		6 456	7 103	7 103
	3 x 226	150 x 226				
	3 x 180	150 x 180	*	5 423	5 965	5 965
1/4 page	5 x 88	254 x 88	*	4 519	4 971	4 971
	2 x 226	99 x 226		4 305	4 735	4 735
	3 x 134	150 x 134		3 874	4 262	4 262
	2 x 180	99 x 180	*	3 615	3 977	3 977
	5 x 66	254 x 66		3 229	3 551	3 551
	3 x 88	150 x 88		2 583	2 842	2 842
	2 x 134	99 x 134	*	2 712	2 983	2 983
	5 x 42	254 x 42		2 152	2 368	2 368
	1 x 226	47 x 226				
	3 x 66	150 x 66		1 937	2 130	2 130
	2 x 88	99 x 88		1 721	1 894	1 894
	1 x 180	47 x 180				
	2 x 66	99 x 66		1 291	1 420	1 420
	3 x 42	150 x 42		1 206	1 327	1 327
	1 x 134	47 x 134				
	2 x 42	99 x 42		574	631	631
	1 x 88	47 x 88				
	1 x 66	47 x 66		430	473	473
	1 x 42	47 x 42		274	301	301

* Multichannel solution HS + HS.fi

** The Saturday section will be published for the last time on 27 February 2021.

HELSINGIN SANOMAT

Classified ads

Classified ads and sports clubs

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, €	Friday–Saturday, €	Sunday, €
2/1 page	10 x 365	528 x 365	*	22 173	24 390	27 716
2/1 page, half	10 x 180	528 x 180		14 950	16 446	18 688
1/1 page	5 x 365	254 x 365	*	14 925	16 419	18 657
	5 x 226	254 x 226		10 814	11 896	13 518
	3 x 365	150 x 365	*	10 867	11 953	13 583
1/2 page	5 x 180	254 x 180	*	9 165	10 081	11 456
	2 x 365	99 x 365		6 838	7 522	8 547
	5 x 134	254 x 134		6 441	7 085	8 051
	3 x 226	150 x 226				
	3 x 180	150 x 180	*	4 768	5 246	5 961
1/4 page	5 x 88	254 x 88	*	4 440	4 884	5 551
	2 x 226	99 x 226		4 230	4 653	5 287
	3 x 134	150 x 134		2 714	2 985	3 393
	2 x 180	99 x 180	*	2 551	2 806	3 189
	5 x 66	254 x 66		2 121	2 335	2 652
	3 x 88	150 x 88		1 782	1 960	2 228
	2 x 134	99 x 134	*	1 872	2 057	2 339
	5 x 42	254 x 42		1 527	1 679	1,907
	1 x 226	47 x 226				
	3 x 66	150 x 66		1 337	1 471	1 671
	1 x 180	47 x 180		1 011	1 111	1 263
	2 x 88	99 x 88				
	2 x 66	99 x 66		757	833	947
	3 x 42	150 x 42		724	796	904
	1 x 134	47 x 134				
	2 x 42	99 x 42		408	450	511
	1 x 88	47 x 88				
	1 x 66	47 x 66		321	352	401
	1 x 42	47 x 42		204	223	255
Line advertisements				€/cmm		
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.				2.65	2.93	3.27

* Multichannel solution HS + HS.fi

** Apartments are published in the Home section on Sundays.

See the list of classified ad sections at media.sanoma.fi in the HS media card.

HELSINGIN SANOMAT

Jobs

In classified ads from Mon–Sat. In the B section of the paper after the Finance content on Sundays.

Jobs						
Modules	Columns x mm	mm x mm	*	Monday–Thursday, €	Friday–Saturday, €	Sunday, €
2/1 page	10 x 365	528 x 365	*	33 969	37 365	42 460
2/1 page, half	10 x 180	528 x 180		22 903	25 194	28 630
1/1 page	5 x 365	254 x 365	*	19 410	21 353	24 263
	5 x 226	254 x 226		13 743	15 117	17 178
	3 x 365	150 x 365	*	13 976	15 373	17 469
1/2 page	5 x 180	254 x 180	*	11 646	12 810	14 558
	2 x 365	99 x 365		8 796	9 674	10 993
	5 x 134	254 x 134		8 246	9 069	10 307
	3 x 226	150 x 226				
	3 x 180	150 x 180	*	6 925	7 617	8 656
1/4 page	5 x 88	254 x 88	*	5 771	6 348	7 214
	2 x 226	99 x 226		5 497	6 046	6 872
	3 x 134	150 x 134		4 947	5 441	6 183
	2 x 180	99 x 180	*	4 616	5 078	5 771
	5 x 66	254 x 66		4 122	4 535	5 153
	3 x 88	150 x 88		3 298	3 628	4 122
	2 x 134	99 x 134	*	3 462	3 808	4 328
	5 x 42	254 x 42		2 749	3 023	3 436
	1 x 226	47 x 226				
	3 x 66	150 x 66		2 474	2 721	3 093
	2 x 88	99 x 88		2 200	2 419	2 749
	1 x 180	47 x 180				
	2 x 66	99 x 66		1 649	1 814	2 061
	3 x 42	150 x 42		1 540	1 693	1 924
	1 x 134	47 x 134				
	2 x 42	99 x 42		733	806	917
	1 x 88	47 x 88				
	1 x 66	47 x 66		550	605	687
	1 x 42	47 x 42		349	386	437

* Multichannel solution HS + HS.fi

HELSINGIN SANOMAT

Jobs

Line advertisements

	Mon–Thu, mm, €/cmm	Fri–Sat, mm, €/cmm	Sun, mm, €/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.	6.19	6.81	7.73

Nominations (Sunday), Finance

Line advertisements	Sun, €/cmm
Ad width is always 1 column (47 mm). Book a Nomination announcement online at HS.fi/nimitykset .	2.89

HELSINGIN SANOMAT

New Buildings Supplement

The HS New Buildings Supplement is distributed between Helsingin Sanomat to subscribers in the Uusimaa region.

Publication

Published on Wednesdays 11 times a year

13/1, 10/2, 10/3, 14/4, 12/5, 9/6, 11/8, 15/9, 6/10, 10/11, 8/12.

Schedules

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

New Buildings Supplement

Fixed positions	Columns x mm	mm x mm	€
Front page	5 x 226	254 x 226	10 816
Back page	5 x 365	254 x 365	8 654
Modules	Columns x mm	mm x mm	€
Spread, 2/1 page	10 x 365	528 x 365	15 735
1/1 page	5 x 365	254 x 365	7 867
½ page, horizontal	5 x 180	254 x 180	3 934
¼ page, horizontal	5 x 88	254 x 88	1 967

Multichannel options do not apply to the New Buildings Supplement.

HELSINGIN SANOMAT

Family announcements

Family announcements Only private individuals may publish ads in these sections.			
Births, Engagements, Marriages, Greetings and Congratulations	Monday–Thursday	Friday–Saturday	Sunday
	Four-colour/black-and-white, €/cmm		
Line, drawn and picture ads	1.49	1.57	1.74
Birthdays, Wedding Anniversaries, Families, Invitations, Thanks, Missing, Found	Four-colour/black-and-white, €/cmm		
Line and picture ads	1.49	1.57	1.74
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.			
Death notices, Obituaries	Black-and-white, €/cmm		
The minimum height is 66 mm. The maximum height for 1-column ads is 134 mm.	3.38	3.78	4.36
2-column	3.04	3.40	3.92
Thanking for Condolences	Black-and-white, €/cmm		
The minimum height is 42 mm.	1.49	1.57	1.74

HELSINGIN SANOMAT

Family announcements

Remembrance Cards, Funeral Services, Wedding Services, Family Celebrations, Estate Inventories, Photography Services					
Modules	Columns x mm	mm x mm	Monday–Thursday, €	Friday–Saturday, €	Sunday, €
2/1 page	10 x 365	528 x 365	22 173	24 390	27 716
2/1 page, half	10 x 180	528 x 180	14 950	16 446	18 688
1/1 page	5 x 365	254 x 365	14 925	15 636	17 769
	5 x 226	254 x 226	10 814	11 896	13 518
	3 x 365	150 x 365	10 867	11 953	13 583
1/2 page	5 x 180	254 x 180	9 165	10 081	11 456
	2 x 365	99 x 365	6 838	7 522	8 547
	5 x 134	254 x 134	6 441	7 085	8 051
	3 x 226	150 x 226			
1/4 page	3 x 180	150 x 180	4 542	4 997	5 678
	5 x 88	254 x 88	4 230	4 653	5 287
	2 x 226	99 x 226			
	3 x 134	150 x 134	2 714	2 985	3 393
	2 x 180	99 x 180	2 430	2 674	3 038
	5 x 66	254 x 66	2 121	2 335	2 652
	3 x 88	150 x 88	1 782	1 960	2 228
	2 x 134	99 x 134			
	5 x 42	254 x 42	1 527	1 679	1 907
	1 x 226	47 x 226			
	3 x 66	150 x 66	1 337	1 471	1 671
	1 x 180	47 x 180	1 011	1 111	1 263
2 x 88	99 x 88				
2 x 66	99 x 66	757	833	947	
3 x 42	150 x 42	724	796	904	
1 x 134	47 x 134				
2 x 42	99 x 42	408	450	511	
1 x 88	47 x 88				
1 x 66	47 x 66	321	352	401	
1 x 42	47 x 42	204	223	255	
Line advertisements			Mon–Thu, mm, €/cmm	Fri–Sat, mm, €/cmm	Sun, mm, €/cmm
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.			2.65	2.93	3.27

Multichannel options do not apply to Family announcements.

HS VIIKKO AND HS TEEMA (THEME) MAGAZINE

Fixed positions

HS Viikko			
Fixed Positions	Columns x mm	mm x mm	Friday, €
A section back page	5 x 365	254 x 365	914
B section back page	5 x 365	254 x 365	914
Modules			
2/1 page	10 x 365	528 x 365	1 523
1/1 page	5 x 365	254 x 365	914
1/2 page	5 x 180	254 x 180	558

HS Teema (Theme)			
Fixed positions	Columns x mm	mm x mm	€
Page 3, 1/1 page	2 x 240	170 x 240	3 810
Back page, 1/1 page	2 x 215	170 x 215	
Modules			
2/1 page	4 x 240	340 x 240	6 877
1/1 page	2 x 240	170 x 240	3 810
1/2 page	2 x 115	170 x 115	2 556
1/2 page	1 x 240	78 x 240	
1/4 page	1 x 115	78 x 115	1 278

HS Teema ad sizes



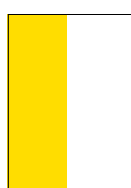
2/1 page
340 mm x 240 mm *



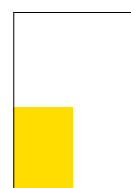
1/1 page
170 mm x 240 mm *



1/2 page
170 mm x 115 mm



1/2 page
78 mm x 240 mm



78 mm x 115 mm

* 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.

Column widths

2 columns	
1 column	170 mm
2 columns	78 mm

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 area. The papers are the media option with the highest reach in the entire Helsinki Metropolitan Area and the cities in it.



HS local papers 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 in between Helsingin Sanomat.



HS LOCALS: HS ESPOO, HS HELSINKI, HS VANTAA

Fixed positions

	mm x mm	HS Espoo, €	HS Vantaa, €	HS Helsinki, €
Centrefold	10 x 365	14 235	9 253	19 930
Spread, pages 2–3	10 x 365			
Page 3	5 x 365	8 374	5 443	11 723
Back page	5 x 365	9 135	5 938	12 789
Front page bottom banner*	5 x 88	3 244	2 704	3 816
Front page corner*	1 x 120	1 827	1 188	2 558
Creative solutions				
Embedding	Max. 50% of page area	7 613	4 948	10 658

* The fixed positions on the front page are mutually exclusive. Only one fixed position per front page.

HS + HS Locals*

	Columns x mm	mm x mm	€
1/1 page	5 x 365	254 x 365	33 271
1/2 page	5 x 180	254 x 180	19 962

* 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 in the same week). Placement in the papers: within text.

Fixed inserts

	All issues*, €	HS Espoo, €	HS Vantaa, €	HS Helsinki, €
4 pages	44 559	14 609	9 496	20 453
8 pages	66 889	21 931	14 255	30 703

HS LOCALS: HS ESPOO, HS HELSINKI, HS VANTAA

Within text					
Modules	Columns x mm	mm x mm	HS Espoo, €	HS Vantaa, €	HS Helsinki, €
2/1 page	10 x 365	528 x 365	12 942	8 412	18 119
2/1 page, half	10 x 180	528 x 180	8 208	5 336	11 492
1/1 page	5 x 365	254 x 365	7 613	4 948	10 658
	5 x 226	254 x 226	5 380	3 497	7 531
	3 x 365	150 x 365	5 227	3 398	7 318
1/2 page	5 x 180	254 x 180	4 263	2 771	5 968
	2 x 365	99 x 365	3 248	2 111	4 547
	5 x 134	254 x 134	3 140	2 041	4 397
3 x 226	150 x 226				
1/4 page	3 x 180	150 x 180	1 702	1 419	2 003
	5 x 88	254 x 88	1 622	1 352	1 908
	2 x 226	99 x 226			
	3 x 134	150 x 134	1 454	1 212	1 711
	2 x 180	99 x 180	1 277	1 064	1 502
	5 x 66	254 x 66	1 177	982	1 385
	3 x 88	150 x 88	936	780	1,101
	2 x 134	99 x 134			
	5 x 42	254 x 42	765	637	900
	1 x 226	47 x 226			
3 x 66	150 x 66	709	592	834	
2 x 88	99 x 88	539	450	634	
1 x 180	47 x 180				
2 x 66	99 x 66	407	339	479	
3 x 42	150 x 42	380	317	447	
1 x 134	47 x 134				
2 x 42	99 x 42	255	212	299	
1 x 88	47 x 88				
1 x 66	47 x 66	190	158	223	
1 x 42	47 x 42	141	118	166	

HS LOCALS: HS ESPOO, HS HELSINKI, HS VANTAA

Classified ads: Apartments, Retail, Home, Education, Motor Vehicles, Services, Jobs, Leisure Time

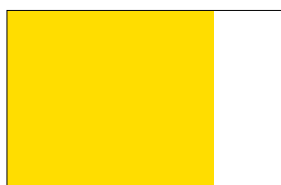
Modules	Columns x mm	mm x mm	HS Espoo, €	HS Vantaa, €	HS Helsinki, €
1/4 page	5 x 88	254 x 88	1 460	1 217	1 717
	2 x 226	99 x 226			
	3 x 134	150 x 134	1 309	1 091	1 540
	2 x 180	99 x 180	1 149	957	1 352
	5 x 66	254 x 66	1 060	883	1 247
	3 x 88	150 x 88	842	701	992
	2 x 134	99 x 134			
	5 x 42	254 x 42	689	573	810
	1 x 226	47 x 226			
	3 x 66	150 x 66	638	533	751
	2 x 88	99 x 88	485	405	571
	1 x 180	47 x 180			
	2 x 66	99 x 66	366	306	431
	3 x 42	150 x 42	342	285	402
	1 x 134	47 x 134			
	2 x 42	99 x 42	229	191	270
	1 x 88	47 x 88			
	1 x 66	47 x 66	171	142	201
	1 x 42	47 x 42	127	106	150

HS KUUKAUSILIITE MONTHLY SUPPLEMENT

Ad sizes



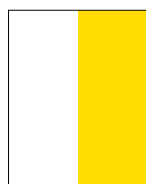
2/1 page
460 mm x 297 mm



1 1/2 pages
342 mm x 297 mm



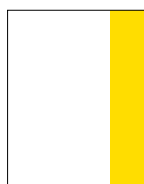
1/1 page
230 mm x 297 mm



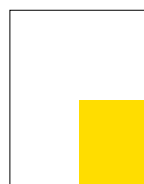
1/2 page
112 mm x 297 mm



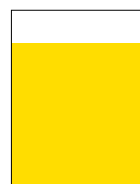
1/2 page
230 mm x 146 mm



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	€
Spread, p. 2–3	460 x 297	30 334
Spread, p. 4–5	460 x 297	
Spread, p. 6–7	460 x 297	
Page next to table of contents, 1/1	230 x 297	16 410
Back page	230 x 272	17 901
Module	mm x mm	€
2/1 page	460 x 297	27 580
1 1/2 pages	342 x 297	23 857
1/1 page	230 x 297	14 917
1/2 page, horizontal	230 x 146	9 680
1/2 page, vertical	112 x 297	
1/4 page	112 x 146	4 989
1/4 page, vertical	60 x 297	



SONOMA

10
50
160
130

Toukokuu 10. 2020 Perustettu vuonna 1851

AAMULEHTI

SORSAPUISTO. UUSI TEKIJÄ TUO VALOA PIMEYYTÄ

ELENA NURMINEN LÖYSI SORSAPUISTON PÄIVÄT MITÄ IHMINEN KAIPAA ELMÄÄN

Toukokuu 10. joulukuuta 2020. Aamulehti, B3

HYVA ELAMA

Aamulehti

PAIVAN LUVU

Pirkanmaalla 19 tartuntaa

- Perka-aiheita on peräkkäin saatu uhtien 1 477 tartuntaa
- Finakvokka tartuntaa alkaneita 20
- Suomessa on pantonnu joite 29 732 tartuntaa
- Keskiluku on 195 tartuntaa 1000 henkilöä kohti

SEURAN AIKALUEN

Hirsi ja Karpinlahti lakkautetaan?

Ohjelmalla yhdistetty, taklausta on ollut Karpinlahti alkuun. Seuran on päätetty lopettaa toimintansa kirkon tiloissa. Kärpät on kuitenkin jättänyt tilat kirkon käyttöön.

Täällä on hyvä luistella, kun hallit ovat nyt kiinni.

ELENA NURMINEN

Minä Sorrapuiston rukouksella. Täällä on hyvä luistella, kun hallit ovat nyt kiinni. Minä Sorrapuiston rukouksella. Täällä on hyvä luistella, kun hallit ovat nyt kiinni.



Tähän Sorrapuiston tekijälle on ollut kiva nähdä, kun hallit ovat nyt kiinni.



Tapparan mäsä

Perka-aiheita on peräkkäin saatu uhtien 1 477 tartuntaa. Finakvokka tartuntaa alkaneita 20. Suomessa on pantonnu joite 29 732 tartuntaa. Keskiluku on 195 tartuntaa 1000 henkilöä kohti.



Erkko Gullamond (vas.) ja Dick Gullamond testailivat Sorrapuiston kortteja Hirsillä. Pöytä ja isä boogiehoitot iso oleellisuus.



Pekka Heinen suoritti heura si (Mny) varustettui arvokas, illä hän oli pukeutunut päältä verpään Tapparan välellä.

AAMULEHTI

Publication and schedules

Publication 2021

Aamulehti is published every day except:

Friday 1/1	New Year's Day
Sunday 4/4	Easter Sunday
Monday 5/4	Easter Monday
Friday 25/6	Midsummer Eve
Saturday 26/6	Midsummer Day
Sunday 27/6	day after Midsummer
Sunday 7/11	day after All Saints' Day
Saturday 25/12	Christmas Day
Sunday 26/12	Boxing Day

The Moro insert of Aamulehti is published on Thursdays apart from:

7/1
1/4
29/4
24/6
4/11
9/12
23/12
30/12

Published exceptionally on:

Wed 31/3
Wed 28/4
Wed 23/6
Wed 3/11
Wed 8/12

The Home insert of Aamulehti is published on Saturdays apart from:

3/4
26/6
10/7
24/7
25/12

AAMULEHTI

Publication and schedules

Pre-made advertisements

Publication day	Bookings and pre-made materials
Monday	Fri 12 noon
Tuesday	Mon 12 noon
Wednesday	Tue 12 noon
Thursday	Wed 12 noon
Friday	Thu 12 noon
Saturday	Fri 12 noon
Sunday	Fri 12 noon

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

Advertisements to be prepared

Publication day	Print	Multichannel solutions
	Bookings and materials	Bookings and materials
Monday	Thu 12 noon	Thu 12 noon
Tuesday	Fri 12 noon	Fri 12 noon
Wednesday	Mon 12 noon	Mon 12 noon
Thursday	Tue 12 noon	Tue 12 noon
Friday	Wed 12 noon	Wed 12 noon
Saturday	Thu 12 noon	Wed 12 noon
Sunday	Thu 12 noon	Thu 9 am

Exceptions to the schedule

Publication day	Bookings and materials to be prepared	Pre-made materials
Thursday: Moro	Mon 12 noon	Tue 12 noon
Friday: TV week	preceding Friday 12 noon	preceding Friday 12 noon
Saturday: Home	bookings by Wed 12 noon	Fri 10 am
	materials to be prepared by Thu 8 am	

AAMULEHTI

Structure on different days of the week

Structure on different days of the week							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
A	Editorial News Domestic International Sports	Editorial News Domestic International Finance/Money Sports	Editorial News Domestic International Finance/Money Sports	Editorial News Domestic International Finance/Money Sports	Editorial News Domestic International Finance/Money Sports	Editorial News Domestic International Finance/Money Sports	Editorial News Domestic International Sports
B	Good Life Culture Health Events Opinion Classified ads Comics TV and radio Weather	Good Life Culture Events Opinion Classified ads Comics TV and radio Weather	Good Life Culture Events Opinion Classified ads Comics TV and radio Weather	Good Life Culture Food Events Opinion Classified ads Comics TV and radio Weather	Good Life Culture Restaurants Events Opinion Classified ads Comics TV and radio Weather	Good Life Culture Cars and Transport Events Opinion Classified ads Comics TV and radio Weather	Good Life Culture Travel Events Opinion Classified ads Comics TV and radio Weather
C					TV week		
				Moro insert		Home insert	

AAMULEHTI

Fixed position ads

A section					
	Columns x mm	mm x mm	*	Mon–Fri, €	Sat–Sun, €
Front page	5 x 308	254 x 308	*	30 247	33 272
Back of front page (p. 2) together with the front page	5 x 365	254 x 365	*	5 583	6 141
Spread, p. 2–3	10 x 365	528 x 365	*	33 880	37 268
Right page of the editorial spread	5 x 365	254 x 365	*	18 150	19 965
	5 x 180	254 x 180	*	9 196	10 116
News parade	3 x 365	150 x 365	*	10 721	11 793
	2 x 365	99 x 365		6 520	7 172
	3 x 180	150 x 180		4 868	5 355
Bottom corner of the front page	1 x 42	47 x 42		914	1 005
Finance spread	5 x 88	254 x 88		4 042	4 446
	10 x 88	528 x 88		8 262	9 088
Back page of the news section	5 x 365	254 x 365	*	18 150	19 965
	5 x 180	254 x 180	*	9 196	10 116

* Multichannel solution, Aamulehti + Aamulehti.fi

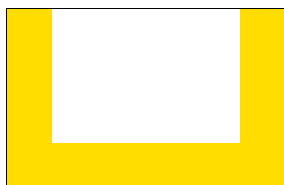
B section					
	Columns x mm	mm x mm	*	Mon–Fri, €	Sat–Sun, €
Front page strip	5 x 42	254 x 42		1 929	2 122
Spread, p. 2–3	10 x 365	528 x 365	*	27 104	29 814
Right page of the first spread	2 x 365	99 x 365		5 216	5 738
	2 x 180	99 x 180		2 572	2 829
Opening spread of the themes	2 x 88	99 x 88		1 250	1 375
	5 x 88	254 x 88		1 929	2 122

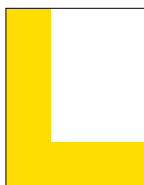
* Multichannel solution, Aamulehti + Aamulehti.fi

AAMULEHTI

Creative solutions and fixed inserts

Ad sizes

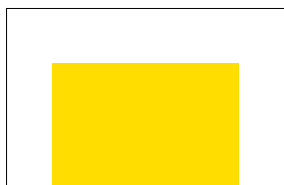

U

 526 x 88 mm /
2 pcs 99 x 277
mm

L

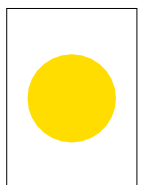
 99 x 277 mm
/254 x 88 mm

Two skyscrapers

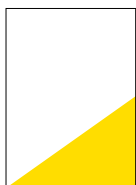
2 pcs 99 x 365 mm


Tunnel

320 x 226 mm


Circle

228 x 228 mm


Large triangle

254 x 180 mm

 See the material instructions at media.sanoma.fi

Creative solutions

Modules	Columns x mm	mm x mm	Mon–Fri, €	Sat–Sun, €
Circle	5 x 228	228 x 228	11 064	12 170
Two skyscrapers (2 pcs 2 x 365 mm)	2 pcs 2 x 365	99 x 365		
U	10 x 88 / 2 pcs 2 x 277	526 x 88 / 2 pcs 99 x 277	16 139	17 753
Tunnel	6 x 226	320 x 226	11 064	12 170
L	5 x 88 / 2 x 277	99 x 277 / 254 x 88		
Large triangle	5 x 180	254 x 180	5 989	6 588

Fixed inserts

	Mon–Fri, €	Sat–Sun, €
4 pages	32 038	35 241
8 pages	48 058	52 864

AAMULEHTI

Rates

Editorial environment							
Modules	Columns x mm	mm x mm	*	A Section Mon– Fri, €	B Section Mon– Fri, €	A Section Sat– Sun, €	B Section Sat– Sun, €
2/1 page	10 x 365	528 x 365	*	30 800	24 640	33 880	27 104
	10 x 180	528 x 180		17 813	14 251	19 595	15 676
1/1 page	5 x 365	254 x 365	*	16 500	13 200	18 150	14 520
	5 x 226	254 x 226		9 419	7 535	10 361	8 289
	3 x 365	150 x 365	*	9 746	7 797	10 721	8 576
1/2 page	5 x 180	254 x 180	*	8 360	6 688	9 196	7,357
	2 x 365	99 x 365		5 928	4 742	6 520	5 216
	5 x 134	254 x 134		5 583	4 466	6 141	4 913
	3 x 226	150 x 226					
1/4 page	3 x 180	150 x 180		4 425	3 540	4 868	3 894
	2 x 226	99 x 226		3 674	2 939	4 042	3 233
	5 x 88	254 x 88					
	3 x 134	150 x 134		3 309	2 647	3 640	2 912
1/5 page	2 x 180	99 x 180		2 923	2 339	3 216	2 572
	5 x 66	254 x 66		2 745	2 196	3 019	2 415
	2 x 134	99 x 134		2 172	1 738	2 389	1 911
	3 x 88	150 x 88					
	5 x 42	254 x 42		2 111	1 689	2 322	1 858
	1 x 226	47 x 226		1 746	1 397	1 920	1 536
	3 x 66	150 x 66		1 615	1 292	1 776	1 421
	2 x 88	99 x 88		1 421	1 137	1 563	1 250
	1 x 180	47 x 180		1 380	1 104	1 518	1 215
	2 x 66	99 x 66		1 074	859	1 181	945
	3 x 42	150 x 42		1 035	828	1 139	911
	1 x 134	47 x 134					
	2 x 42	99 x 42		690	552	759	607
	1 x 88	47 x 88		670	536	737	590
	1 x 66	47 x 66		510	408	561	449
	1 x 42	47 x 42		325	260	357	286

* Multichannel solution, Aamulehti + Aamulehti.fi

Floating ads at a -30% discount

In floating multichannel ads, digital impressions accrue throughout the floating time.

Travel within text in the A Section every day.

AAMULEHTI

Rates

Hyvät kaupat (selected ads)

Columns x mm	mm x mm	Tuesday and Friday, €	4+1 bundle, €
2 x 134	99 x 134	977	3 910
2 x 88	99 x 88	639	2 558
1 x 134	47 x 134	466	1 864
2 x 42	99 x 42	311	1 242
1 x 88	47 x 88	301	1 206
1 x 42	47 x 42	146	585

Selected retail ads in the A Section.

AAMULEHTI

Rates

Events are published in the B Section of the paper. Daily event listings are published seven days a week and a summary of the weekly listings on Wednesdays.

Events, daily

Columns x mm	mm x mm	Mon–Fri, €	Sat–Sun, €
5 x 88	254 x 88	2 395	2 635
3 x 88	150 x 88	1 236	1 360
2 x 88	99 x 88	810	891

Events, weekly summary

Columns x mm	mm x mm	*	Wed, €
5 x 365	254 x 365	*	9 906
5 x 226	254 x 226		6 131
3 x 365	150 x 365	*	5 329
5 x 180	254 x 180	*	5 075
2 x 365	99 x 365		3 346
5 x 134	254 x 134		3 634
3 x 226	150 x 226		3 176
3 x 180	150 x 180		2 515
5 x 88	254 x 88		2 395
2 x 226	99 x 226		2 068
3 x 134	150 x 134		1 876
2 x 180	99 x 180		1 663
5 x 66	254 x 66		1 570
3 x 88	150 x 88		1 236
2 x 134	99 x 134		
5 x 42	254 x 42		1 137
1 x 226	47 x 273		980
3 x 66	150 x 66		920
2 x 88	99 x 88		810
1 x 180	47 x 180		789
2 x 66	99 x 66		619
3 x 42	150 x 42		597
1 x 134	47 x 134		576
2 x 42	99 x 42		384
1 x 88	47 x 88		
1 x 66	47 x 66		301
1 x 42	47 x 42		192

* Multichannel solution Aamulehti + Aamulehti.fi

AAMULEHTI

Rates

Classified ads					
Modules	Columns x mm	mm x mm	*	Mon–Fri, €	Sat–Sun, €
1/1 page	5 x 365	254 x 365	*	10 736	11 810
	5 x 226	254 x 226		6 131	6 744
1/2 page	3 x 365	150 x 365	*	5 775	6 353
	5 x 180	254 x 180	*	5 500	6 050
	2 x 365	99 x 365		3 346	3 681
	5 x 134	254 x 134		3 634	3 997
	3 x 226	150 x 226		3 176	3 494
1/4 page	3 x 180	150 x 180		2 515	2 767
	2 x 226	99 x 226		2 068	2 274
	5 x 88	254 x 88		2 395	2 635
	3 x 134	150 x 134		1 876	2 063
1/5 page	2 x 180	99 x 180		1 663	1 829
	5 x 66	254 x 66		1 562	1 718
	2 x 134	99 x 134		1 236	1 360
	3 x 88	150 x 88		1 236	
	5 x 42	254 x 42		1,137	1 250
	1 x 226	47 x 226		980	1 079
	3 x 66	150 x 66		920	1 012
	2 x 88	99 x 88		810	891
	1 x 180	47 x 180		789	868
	2 x 66	99 x 66		619	681
	3 x 42	150 x 42		597	657
	1 x 134	47 x 134		576	633
	2 x 42	99 x 42		384	422
	1 x 88	47 x 88		384	
		1 x 66	47 x 66		301
	1 x 42	47 x 42		192	211

* Multichannel solution, Aamulehti + Aamulehti.fi

AAMULEHTI

Rates

Job and educational ads					
Modules	Columns x mm	mm x mm	*	Mon–Fri, €	Sat–Sun, €
1/1 page	5 x 365	254 x 365	*	16 500	18 150
	5 x 226	254 x 226		9 419	10 361
1/2 page	3 x 365	150 x 365	*	8 524	9 376
	5 x 180	254 x 180	*	8 140	8 954
	2 x 365	99 x 365		5 158	5 674
	5 x 134	254 x 134		5 583	6 141
	3 x 226	150 x 226		4 881	5 369
1/4 page	3 x 180	150 x 180		3 879	4 267
	2 x 226	99 x 226		3 197	3 517
	5 x 88	254 x 88		3 674	4 042
	3 x 134	150 x 134		2 899	3 189
1/5 page	2 x 180	99 x 180		2 536	2 790
	5 x 66	254 x 66		2 397	2 637
	2 x 134	99 x 134		1 897	2 087
	3 x 88	150 x 88		1 897	
	5 x 42	254 x 42		1 746	1 920
	1 x 226	47 x 226		1 513	1 665
	3 x 66	150 x 66		1 405	1 545
	2 x 88	99 x 88		1 236	1 360
	1 x 180	47 x 180		1 215	1 336
	2 x 66	99 x 66		928	1 021
	3 x 42	150 x 42		895	985
	1 x 134	47 x 134		895	
	2 x 42	99 x 42		597	657
	1 x 88	47 x 88		597	657
	1 x 66	47 x 66		435	479
1 x 42	47 x 42		277	305	

* Multichannel solution, Aamulehti + Aamulehti.fi

AAMULEHTI

Rates

Spiritual ads					
Modules	Columns x mm	mm x mm	*	Mon–Fri, €	Sat–Sun, €
2/1 page	10 x 365	528 x 365	*	18 200	20 020
1/1 page	5 x 365	254 x 365	*	9 750	10 725
	5 x 273	254 x 273		7 293	8 022
	5 x 226	254 x 226		6 032	6 635
	3 x 365	150 x 365	*	5 759	6 335
1/2 page	5 x 180	254 x 180	*	4 810	5 291
	10 x 88	528 x 88		4 706	5 177
	3 x 273	150 x 273		4 303	4 733
	2 x 365	99 x 365		3 796	4 176
	5 x 134	254 x 134		3 575	3 933
	3 x 226	150 x 226		3 562	3 918
	2 x 273	99 x 273		2 847	3 132
	3 x 180	150 x 180		2 834	3 117
1/4 page	2 x 226	99 x 226		2 353	2 588
	5 x 88	254 x 88		2 353	2 588
	3 x 134	150 x 134		2 119	2 331
1/5 page	2 x 180	99 x 180		1 872	2 059
	1 x 365	47 x 365		1 807	1 988
	2 x 134	99 x 134		1 391	1 530
	3 x 88	150 x 88		1 391	
	1 x 273	47 x 273		1 352	1 487
	5 x 42	254 x 42		1 118	1 230
	1 x 226	47 x 226		1 118	1 230
	2 x 88	99 x 88		910	1 001
	1 x 180	47 x 180		884	972
	3 x 42	150 x 42		663	729
	1 x 134	47 x 134		663	
	2 x 66	99 x 66		605	666
	2 x 42	99 x 42		442	486
	1 x 88	47 x 88		429	472
	1 x 66	47 x 66		321	353
	1 x 42	47 x 42		208	229

* Multichannel solution, Aamulehti + Aamulehti.fi

AAMULEHTI

Rates

TV Week

	Columns x mm	mm x mm	Friday, €
Front page strip	5 x 42	254 x 42	1 005
Back page	5 x 365	254 x 365	2 538

Home

Modules	Columns x mm	mm x mm	Saturday, €
Front page strip	5 x 42	254 x 42	3 436
Page 3 strip	5 x 88	254 x 88	4 042
1/1 page	5 x 365	254 x 365	3 908
	3 x 365	150 x 365	2 182
1/2 page	5 x 180	254 x 180	2 182
1/4 page	5 x 88	254 x 88	1 167
	3 x 180	150 x 180	1 167
	2 x 180	99 x 180	804
	3 x 88	150 x 88	609
	2 x 134	99 x 134	609
	2 x 88	99 x 88	426
	1 x 180	47 x 180	421
	1 x 88	47 x 88	223

Multichannel options do not apply to TV Week and the Home insert.

AAMULEHTI

Moro

Fixed positions

	Columns x mm	mm x mm	Thursday, €
Front page corner	1 x 42	47 x 42	914
Front page bottom banner	5 x 88	254 x 88	3 654
Spread, p. 2–3	10 x 365	528 x 365	12 688
Right page of the editorial spread	5 x 365	254 x 365	6 395
	5 x 180	254 x 180	3 451
News parade	3 x 365	150 x 365	3 350
	2 x 365	99 x 365	2 233
	3 x 180	150 x 180	1 827
	2 x 180	99 x 180	1 218
Small triangle	3 x 134	150 x 134	1 523
Back page	5 x 365	254 x 365	6 395
	5 x 180	254 x 180	3 451

Multichannel options do not apply to Moro.

AAMULEHTI

Moro

Editorial environment

Modules	Columns x mm	mm x mm	Thursday, €
2/1 page	10 x 365	528 x 365	11 936
	10 x 180	528 x 180	7 054
1/1 page	5 x 365	254 x 365	6 029
	5 x 226	254 x 226	3 730
	3 x 365	150 x 365	3 560
1/2 page	5 x 180	254 x 180	2 974
	2 x 365	99 x 365	2 347
	5 x 134	254 x 134	2 211
	3 x 226	150 x 226	2 202
1/4 page	3 x 180	150 x 180	1 751
	2 x 226	99 x 226	1 454
	5 x 88	254 x 88	
1/5 page	3 x 134	150 x 134	1 309
	2 x 180	99 x 180	1 157
	5 x 66	254 x 66	1 087
	2 x 134	99 x 134	860
	3 x 88	150 x 88	
	5 x 42	254 x 42	792
	1 x 226	47 x 226	691
	3 x 66	150 x 66	639
	2 x 88	99 x 88	563
	1 x 180	47 x 180	546
	2 x 66	99 x 66	424
3 x 42	150 x 42	409	
1 x 134	47 x 134		
2 x 42	99 x 42	273	
1 x 88	47 x 88	264	
1 x 66	47 x 66	201	
1 x 42	47 x 42	128	

Fixed insert

	Rate, €
4 pages	11 706

Multichannel options do not apply to Moro.

AAMULEHTI

Moro

Classified ads

Modules	Columns x mm	mm x mm	Rate, €
1/1 page	5 x 365	254 x 365	6 334
	5 x 226	254 x 226	3 918
	3 x 365	150 x 365	3 271
1/2 page	5 x 180	254 x 180	3 124
	2 x 365	99 x 365	2 144
	5 x 134	254 x 134	2 322
	3 x 226	150 x 226	2 030
1/4 page	3 x 180	150 x 180	1 612
	2 x 226	99 x 226	1 330
	5 x 88	254 x 88	1 528
1/5 page	3 x 134	150 x 134	1 205
	2 x 180	99 x 180	1 054
	5 x 66	254 x 66	997
	2 x 134	99 x 134	789
	3 x 88	150 x 88	789
	5 x 42	254 x 42	726
	1 x 226	47 x 226	629
	3 x 66	150 x 66	584
	2 x 88	99 x 88	514
	1 x 180	47 x 180	504
	2 x 66	99 x 66	385
	3 x 42	150 x 42	371
1 x 134	47 x 134	371	
2 x 42	99 x 42	248	
1 x 88	47 x 88	248	
1 x 66	47 x 66	181	
1 x 42	47 x 42	115	

Multichannel options do not apply to Moro.

AAMULEHTI

Moro

Vireät Vinkit

Columns x mm	mm x mm	6 pcs, €	12 pcs, €
1 x 66	47 x 66	510	894
		(€85/pc)	(€74.50/pc)

A summary of selected ads is published in Moro every other Thursday on even weeks. Production of the first ad is free of charge. Edits to subsequent ads €12.00 + VAT per ad.

Coupons

Modules	mm x mm	Rate, €
1/1 page	254 x 365	1 958
1/2 page	254 x 180	1 030
Coupon**	82 x 65	191

Four times a year, see media.sanoma.fi

** Includes ad production.

KULTTUURI



Torstaina 10. joulukuuta 2020

HÄLVIÄN KUUKAUKO KANSAINEN

SATAKUNNAN

Vain kolme
pahem

Sata

Käytymisopas maailmanloppuun

KULTTUURI

Miten pysyy
käsittelemään
niin isoa
ajatuskuten
maailmanloppu?

Satakunnan Kansa



Näytelmä 16 hengen yleisölle

• Alalla tärkeitään
valonpöytäkirjoista - samoin
teatterinjohtaja Angelika Meusel.

Sata

Kansa

10.12.2020

10.12.2020

10.12.2020

10.12.2020

10.12.2020

10.12.2020

10.12.2020

10.12.2020

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10.12.2020

10.12.2020

10.12.2020

Jättiensii-illoja suoraan kotikatseluun

Hollywoodin
mitä ja elokuvan
näyttelijä
jättiensii-
perheessä



Julia Klemm
1/21

10.12.2020

10.12.2020

10.12.2020

10.12.2020

10.12.2020

10.12.2020

10.12.2020

10.12.2020

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10.12.2020

10.12.2020

10.12.2020

10.12.2020

10.12.2020



SATAKUNNAN KANSA

Publication and schedules

Publication 2021

Satakunnan Kansa is published every day except:

Friday 1/1	New Year's Day
Sunday 4/4	Easter Sunday
Monday 5/4	Easter Monday
Friday 25/6	Midsummer Eve
Saturday 26/6	Midsummer Day
Sunday 27/6	day after Midsummer
Sunday 7/11	day after All Saints' Day
Saturday 25/12	Christmas Day
Sunday 26/12	Boxing Day

The Porilaine insert of Satakunnan Kansa is published on Thursdays apart from:

Published exceptionally on:

1/4	Wed 31/3
29/4	Wed 28/4
24/6	Wed 23/6
15/7	
22/7	
29/7	

SATAKUNNAN KANSA

Publication and schedules

Pre-made advertisements

Publication day	Bookings and pre-made materials
Monday	Fri 12 noon
Tuesday	Mon 12 noon
Wednesday	Tue 12 noon
Thursday	Wed 12 noon
Friday	Thu 12 noon
Saturday	Fri 12 noon
Sunday	Fri 12 noon

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

Advertisements to be prepared

Publication day	Print	Multichannel solutions
	Bookings and materials	Bookings and materials
Monday	Thu 12 noon	Thu 12 noon
Tuesday	Fri 12 noon	Fri 12 noon
Wednesday	Mon 12 noon	Mon 12 noon
Thursday	Tue 12 noon	Tue 12 noon
Friday	Wed 12 noon	Wed 12 noon
Saturday	Thu 12 noon	Wed 12 noon
Sunday	Thu 12 noon	Thu 9 am

Exceptions to the schedule

Publication day	Bookings	Materials
Thursday: Porilaine	Mon 12 noon	Tue 12 noon

SATAKUNNAN KANSA

Structure on different days of the week

Structure on different days of the week							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
A	Front page News International Sports Weather Comics	Front page News International Sports Weather Comics	Front page News International Sports Weather Comics	Front page News International Sports Weather Comics	Front page News International Sports Weather Comics	Front page Editorial News International Sports Weather Comics	Front page Editorial News International Sports Weather Comics
B	B cover Opinion Culture More Today TV and radio B back page: Classified ads	B cover Opinion Culture More Today TV and radio B back page: Classified ads	B cover Opinion Culture More Today TV and radio B back page: Classified ads	B cover Opinion Culture More Today TV and radio B back page: Classified ads	B cover Opinion Culture More Today TV and radio B back page: Classified ads	B cover Opinion Culture More Today TV and radio B back page: Classified ads	B cover Opinion Culture More Spiritual Today TV and radio B back page: Classified ads
C					TV week		
				Porilaine insert			

SATAKUNNAN KANSA

Fixed position ads

A section

	Columns x mm	mm x mm	*	Mon–Fri, €	Sat–Sun, €
Front page	5 x 308	254 x 308	*	10 861	11 947
Front page strip	5 x 42	254 x 42		1 142	1 256
Page 2 (only with the Front page or page 3)	5 x 365	254 x 365	*	5 850	6 435
Page 3 (only with page 2)	5 x 365	254 x 365	*	5 850	6 435
Tower on the hot topics spread	2 x 365	99 x 365		2 568	2 825
	3 x 365	150 x 365	*	4 224	4 646
Full-page news spread	5 x 365	254 x 365	*	7 150	7 865
Half-page news spread	5 x 180	254 x 180	*	3 531	3 884
Tower news spread	3 x 365	150 x 365	*	4 224	4 646
Third of the news spread	5 x 134	254 x 134		2 426	2 669
Quarter of the news spread	5 x 88	254 x 88		1 594	1 753
Centrefold	10 x 365	528 x 365	*	11 990	13 189
Weather page	5 x 180	254 x 180	*	3 258	3 584
Back page	5 x 180	254 x 180	*	3 531	3 884

* Multichannel solution Satakunnan Kansa + Satakunnankansa.fi

B section

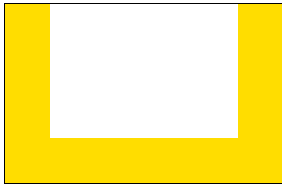
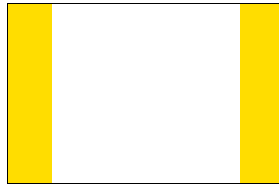
	Columns x mm	mm x mm	*	Mon–Fri, €	Sat–Sun, €
Letters to the editor section	10 x 88	528 x 88		3 177	3 495
	5 x 88	254 x 88		1 594	1 753
Centrefold	10 x 365	528 x 365	*	11 990	13 189
Quarter of a theme page	5 x 88	254 x 88		1 594	1 753
Back page	5 x 180	254 x 180	*	3 531	3 884

* Multichannel solution Satakunnan Kansa + Satakunnankansa.fi

SATAKUNNAN KANSA

Creative solutions and fixed inserts

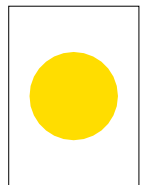
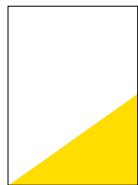
Ad sizes

**U**526 x 88 mm /
2 pcs 99 x 277 mm**L**99 x 277
mm / 254 x
88 mm**Two skyscrapers**

2 pcs 99 x 365 mm

**Tunnel**

320 x 226 mm

**Circle**228 x 228
mm**Large triangle**

254 x 180 mm

See the material instructions at media.sanoma.fi

Creative solutions

Modules	Columns x mm	mm x mm	Mon–Fri, €	Sat–Sun, €
Circle	5 x 228	228 x 228	5 938	6 532
Two skyscrapers (2 pcs 2 x 365 mm)	2 pcs 2 x 365	99 x 365	4 862	5 348
U	10 x 88 / 2 pcs 2 x 277	526 x 88 / 2 pcs 99 x 277	4 862	5 348
Tunnel	6 x 226	320 x 226	4 862	5 348
L	5 x 88 / 2 x 277	99 x 277 / 254 x 88	3 441	3 785
Large triangle	5 x 180	254 x 180	1 614	1 775

Fixed inserts

Size	Mon–Fri, €	Sat–Sun, €
4 pages	13 883	15 271
8 pages	20 826	22 908

Fixed inserts Porilaine

Size	Thursday, €
4 pages	6 405

SATAKUNNAN KANSA

Rates

Editorial environment, Travel ads, Job and Educational ads, Classified ads

Modules	Columns x mm	mm x mm	*	Mon–Fri, €	Sat–Sun, €
Spread	10 x 365	528 x 365	*	11 990	13 189
	10 x 180	528 x 180		7 719	8 491
1/1 page	5 x 365	254 x 365	*	7 150	7 865
	5 x 226	254 x 226		4 080	4 488
	3 x 365	150 x 365	*	4 224	4 646
1/2 page	5 x 180	254 x 180	*	3 531	3 884
	2 x 365	99 x 365		2 568	2 825
	5 x 134	254 x 134		2 426	2 668
	3 x 226	150 x 226		2 416	2 657
	3 x 180	150 x 180		1 918	2 110
1/4 page	2 x 226	99 x 226		1 594	1 753
	5 x 88	254 x 88			
	3 x 134	150 x 134		1 431	1 574
1/5 page	2 x 180	99 x 180		1 269	1 396
	5 x 66	254 x 66		1 193	1 312
	2 x 134	99 x 134		944	1 038
	3 x 88	150 x 88			
	5 x 42	254 x 42		761	837
	1 x 226	47 x 226		751	826
	3 x 66	150 x 66		703	773
	2 x 88	99 x 88		619	681
	1 x 180	47 x 180		599	659
	2 x 66	99 x 66		463	510
	3 x 42	150 x 42		447	491
	1 x 134	47 x 134			
	2 x 42	99 x 42		294	324
	1 x 88	47 x 88			
	1 x 66	47 x 66		223	246
	1 x 42	47 x 42		142	156

* Multichannel solution Satakunnan Kansa + Satakunnankansa.fi.

Ads on the Events page of the Porilaine paper at a -60% discount on the normal rates of Porilaine.

PORILAINE

Rates

Rates			
Modules	Columns x mm	mm x mm	Thursday, €
Front page strip	5 x 42	254 x 42	571
Front page corner	1 x 42	47 x 42	114
Spread	10 x 365	528 x 365	5 532
	10 x 180	528 x 180	3 860
1/1 page	5 x 365	254 x 365	3 299
	5 x 226	254 x 226	2 040
	3 x 365	150 x 365	1 949
1/2 page	5 x 180	254 x 180	1 629
	2 x 365	99 x 365	1 284
	5 x 134	254 x 134	1 213
	3 x 226	150 x 226	1 208
1/4 page	3 x 180	150 x 180	959
	2 x 226	99 x 226	797
	5 x 88	254 x 88	
	3 x 134	150 x 134	716
1/5 page	2 x 180	99 x 180	634
	5 x 66	254 x 66	597
	2 x 134	99 x 134	472
	3 x 88	150 x 88	
	5 x 42	254 x 42	381
	1 x 226	47 x 226	376
	3 x 66	150 x 66	352
	2 x 88	99 x 88	310
	1 x 180	47 x 180	299
	2 x 66	99 x 66	231
3 x 42	150 x 42	223	
	1 x 134		47 x 134
2 x 42	99 x 42	147	
	1 x 88		47 x 88
	1 x 66		47 x 66
1 x 42	47 x 42	71	

Ads on the Events page of the Porilaine paper at a -60% discount on the normal rates of Porilaine.

Multichannel options do not apply to the Porilaine paper.

Sanoma Local Media – Closest and Most Local Partner for Advertisers

The Sanoma local media that are published in several provinces are highly anticipated subscription media that readers follow regularly and loyally through different channels.

The local paper accompanies its readers everywhere from the breakfast table to the major turning points in life. The familiar local media is a trusted, close partner for readers and advertisers alike.



Satakunta

SATAKUNNAN KANSA

Kankaanpään Seutu
Merikarvia-lehti
Sydän-Satakunta

Kanta-Häme

Janakkalan Sanomat

Central Finland

Jämsän Seutu
Suur-Keuruu
Vekhari

Pirkanmaa

AAMULEHTI

Nokian Uutiset
Tyrvään Sanomat
Valkeakosken Sanomat
KMV-lehti

Southwest Finland

Rannikkoseutu

More details about the circulation areas and media information of the local papers:
media.sanoma.fi

Ilta-Sanomat



ILTA-SANOMAT

Publication and schedules

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.
media.sanoma.fi

In 2021, Ilta-Sanomat is not published on

New Year's Day	Fri 1/1
Epiphany	Wed 6/1
Good Friday	Fri 2/4
Easter Monday	Mon 5/4
May Day	Sat 1/5
Ascension Day	Thu 13/5
Midsummer Eve	Fri 25/6
Midsummer Day	Sat 26/6
All Saints' Day	Sat 6/11
Christmas Eve	Fri 24/12
Christmas Day	Sat 25/12

Large print runs 2021

New Year's Eve	Thu 31/12
Epiphany	Tue 5/1
Maundy Thursday	Thu 1/4
Easter	Sat 3/4
May Day	Fri 30/4
Ascension Day	Wed 12/5
Midsummer	Thu 24/6
All Saints' Day	Fri 5/11
Independence Day	Sat 4/12
Ind. Day Reception	Tue 7/12
Christmas	Thu 23/12
New Year	Fri 31/12

Large print runs: Saturday rate +20%

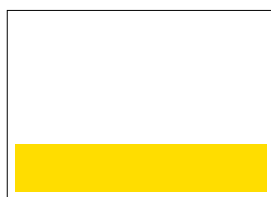
Large print run for Midsummer: Saturday rate +50%

ILTA-SANOMAT

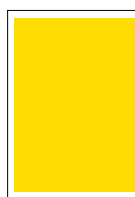
Ad sizes



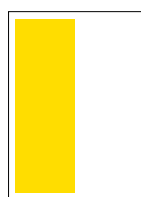
Spread
528 x 365
mm
12 x 365 mm



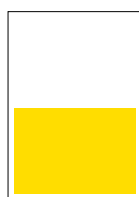
**528 x 100
mm**
12 x 100 mm



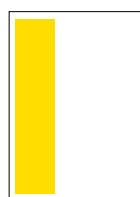
1/1 page
254 x 365 mm
6 x 365 mm



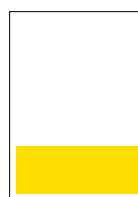
1/2 page
125 x 365
mm
3 x 365 mm



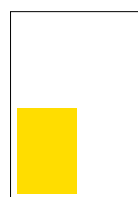
1/2 page
254 x 180
mm
6 x 180 mm



**82 x 365
mm**
2 x 365 mm



**254 x 100
mm**
6 x 100 mm



1/4 page
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

Themes on weekdays

Monday	Health
Tuesday	Living
Wednesday	Travel
Thursday	Food
Friday	Cars

ILTA-SANOMAT

Rates

Fixed positions

	Columns x mm	mm x mm	Weekdays, €	Saturday, €
First spread, p. 2–3	12 x 365	528 x 365	13 576	14 934
Page 3	6 x 365	254 x 365	7 004	7 704
Back page (Mon–Fri)*	6 x 100	254 x 100	3 959	
Back page (Sat)	6 x 365	254 x 365		8 222
Large print run** back page	6 x 365	254 x 365		
Large print run*** back page	6 x 100	254 x 100	3 959	
TV page	6 x 70	254 x 70	1 989	2 188
Weather page*	6 x 100	254 x 100		3 147
IS Plus back page	6 x 365	254 x 365		5 278

* The Weather page is published Mon–Fri on the back page and on Sat in the last spread of the paper. The Saturday back page is a 1/1 ad spot.

** Other large print runs apart from the Independence Day Reception issue. A large print run increase is added to the price.

*** Independence Day Reception issue. A large print run increase is added to the price.

Fixed inserts

	€
4 pages	15 225
8 pages	25 375

Creative solutions

	mm x mm	Weekdays, €	Saturday, €
A4	211 x 290	5 684	6 252
L	168 x 100 + 82 x 365	5 177	5 694
U	528 x 100 + 2 pcs 82 x 265	8 831	9,714
Path	528 x 82 + 2 pcs 82 x 138	10 861	11 947
Tunnel	274 x 226		
Giant circle	max. diameter 365	14 119	15 531
Circle	max. diameter 240	8 313	9 144
Circle	max. diameter 168	5 146	5 661
Embedding	50% of spread area	12 383	13 621
Embedding	50% of page area	8 323	9 155

ILTA-SANOMAT

Rates

Editorial environment

Modules	Columns x mm	mm x mm	Weekdays, €	Saturday, €
2/1 page	12 x 365	528 x 365	10 861	11 947
2/1 page, half	12 x 180	528 x 180	7 040	7 744
1/1 page	6 x 365	254 x 365	6 395	7 034
	12 x 100	528 x 100	4 060	4 466
1/2 page	3 x 365	125 x 365	3 959	4 354
	6 x 180	254 x 180		
	2 x 365	82 x 365	3 147	3 461
	6 x 100	254 x 100	2 741	3 015
1/4 page	3 x 180	125 x 180	2 436	2 680
	6 x 80	254 x 80	2 233	2 456
	3 x 100	125 x 100	1 624	1 786
	2 x 100	82 x 100	1 218	1 340

Large print runs +20% to the Saturday rates. Large print run on Midsummer +50% to the Saturday rates.

Floating full-page

Modules	Columns x mm	mm x mm	6 days' floating, €
1/1 page	6 x 365	254 x 365	5 583

Retail

Modules	Columns x mm	mm x mm	Weekdays, €	Saturday, €
1/4 page	3 x 180	125 x 180	1 589	1 748
	6 x 88	254 x 88	1 554	1 710
	2 x 180	82 x 180	1 060	1 166
	3 x 88	125 x 88	777	855
	1 x 180	39 x 180	530	583
	2 x 88	82 x 88	518	570
	1 x 88	39 x 88	259	285
	2 x 42	82 x 42	247	272
	1 x 42	39 x 42	124	136

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

ILTA-SANOMAT

TV Guide

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 2021, the IS TV Guide is not published on

Wed 7/4, Wed 29/12

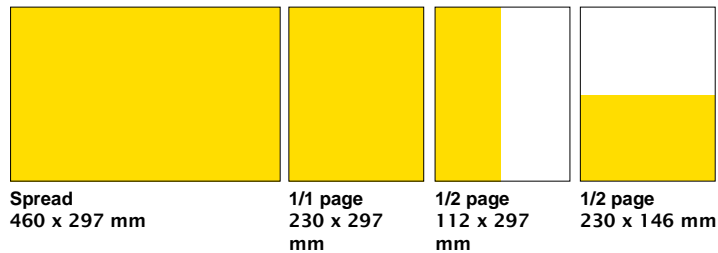
Special Issues 2021

	Published	Bookings	Materials
Easter	Wed 31/3	Wed 17/3	Thu 25/3
Midsummer	Wed 23/6	Wed 9/6	Thu 17/6
Christmas	Wed 22/12	Wed 8/12	Thu 16/12

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



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

Fixed positions	Columns x mm	mm x mm	€
Front spread	8 x 297	460 x 297	5 786
Back page	4 x 297	230 x 297	3 603
Page 2 or 4	4 x 297	230 x 297	3,350
Within text		mm x mm	€
1/1 page	4 x 297	230 x 297	2 944
1/2 page (vertical)	2 x 297	112 x 297	1 675
1/2 page (horizontal)	4 x 146	230 x 146	

ILTA-SANOMAT

Urheilulehti sports magazine and season guides

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.

Special issues 2021

	Published	Bookings	Materials
Christmas double issue	Wed 22/12	Mon 13/12	Tue 14/12

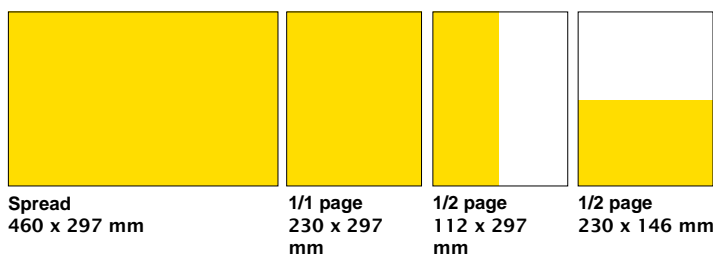
The double issues of Urheilulehti Sports Magazine are sold as single copies for two weeks from their publication. Bookings by 3 pm and materials by 3 pm.

Urheilulehti sports magazine season guides and themed issues

Publication dates and booking and material schedules at media.sanoma.fi

Column widths

columns	width
1	56 mm
2	112 mm
4	230 mm
8	460 mm

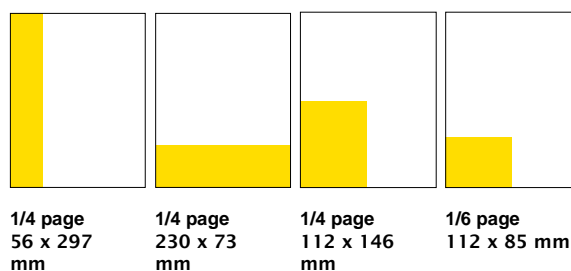


Technical specifications

Format: Magazine

Page size: 230 x 297 mm

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



Urheilulehti sports magazine and season guides

Fixed positions	Columns x mm	mm x mm	€
Front spread	8 x 297	460 x 297	7 714
Back page	4 x 272	230 x 272	4 568
Page 2	4 x 297	230 x 297	4 365
TV spread	8 x 73	460 x 73	3 350
Within text		mm x mm	€
2/1 page	8 x 297	460 x 297	5 989
1/1 page	4 x 297	230 x 297	3 959
1/2 page, vertical	2 x 297	112 x 297	2 284
1/2 page, horizontal	4 x 146	230 x 146	
1/4 page	1 x 297	56 x 297	1 878
	2 x 146	112 x 146	
	4 x 73	230 x 73	
1/6 page	2 x 85	112 x 85	1 015

NEWSPAPERS AND MAGAZINES BOOKING INQUIRIES ON WEEKDAYS, 8 AM – 4 PM

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Aamulehti, Moro and Koti papers

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Satakunnan Kansa, Porilaine, Sydän-Satakunta, Kankaanpään Seutu and Merikarvia-lehti

+358 10 700 4961 **) mainonta.satakunta@sanoma.com

*) €0.0840 per min. incl. VAT 24%.

**) €0.0835 per call + €0.1669 per min. (VAT 24%).

Print materials

Inquiries concerning print materials on weekdays from 8 am – 4 pm
printtitrafiikki@sanoma.com

Digital materials

Inquiries concerning digital materials on weekdays from 8 am – 4 pm
digitrafiikki@sanoma.com

Sanoma Media Finland Oy
Töölönlahdenkatu 2
FI-00100 Helsinki, Finland

P.O. Box 85, FI-00089 Sanoma

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

media.sanoma.fi