

# Suomen Silta

Magazine for Expatriate Finns for 90 years

## MEDIA CARD 2018

SUOMEN SILTA CELEBRATES ITS 90TH ANNIVERSARY IN 2018

### PUBLISHER

The Finland Society is an interest group providing expertise and service to Finns living or moving abroad or returning to Finland. The Finland Society conveys an up-to-date image of Finland to the outside world and raises awareness about expatriate Finns in Finland. Suomen Silta is the Finland Society's membership magazine.

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info@suomi-seura.fi  
http://www.suomi-seura.fi

### EDITORIAL OFFICE

Editor-in-Chief: Leena Isbom

### ADVERTISING SALES

Suomi-Seura ry  
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### READERS AND TARGET GROUP

Expatriate Finns (a total of abt. 2 million), Finns planning to move abroad and Finns who have moved back to Finland in about 100 countries.

The Internet has become an increasingly important information and communication forum for expatriates.

According to our statistics, the number of visitors on the Suomi-Seura website **www.suomi-seura.fi**

(analyzed requests during January 1 – December 31, 2016, the number in parenthesis refers to the last 7-day-period):

**Successful requests:** 1 999 526 (27 104)

### CIRCULATION AND DISTRIBUTION (INDIVIDUALS AND ORGANIZATIONS)

Number of readers: about 50 000

Circulation: 10 000 pcs



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## SCHEDULE

No	Reservations	Materials	Publishing Date
1/18	5.2.2018	12.2.2018	26.2.2018
2/17	23.4.2018	2.5.2018	14.5.2018
3/17	20.8.2018	27.8.2018	10.9.2018
4/17	29.10.2018	5.11.2018	19.11.2018

The magazines are available to everyone on the Internet.

## TOTAL PRICES OF ADVERTISEMENTS

Finnish magazine (sent to all readers)

Prices in euros

Size (A4)	2-colour	4-colour
1/1 (183x270 mm)	1 500	1 800
1/2 (183x135 mm)	850	1 000
1/4 (91x135 mm)	470	590
1/8 (91x67 mm)	200	210

Back cover (only 4-colour)	2 500
2/3 cover (only 4-colour)	2 400
Spread (only 4-colour)	3 300

Supplement ads: Attached either by staples or by a glue spot. Price as agreed.

Advertisements on the English or Swedish pages:

Prices in euros

Size	b & w	2-colour	4-colour
1/1	700	800	900
1/2	400	450	540
1/4	250	290	330
1/8	120	130	140

Finland Internet Index: advertisement size 55 x 20 mm in the magazine 4 times a year + a link on the homepage: total of EUR 600/year. Average number of daily visitors to the Internet homepage [www.suomi-seura.fi](http://www.suomi-seura.fi): 4,000

Colour advertisement prices include colour separation. Costs arising for additional work will be charged according to the printing house bill.

No VAT is charged.

The 2017 Finland 100 Worldwide homepage: Ask for an offer for a banner advertisement.

## TECHNICAL INFORMATION

Size: 210x297 mm (A4)  
Printing area: 183x270 mm  
Column width: 57 mm  
Paper: 70 g/m<sup>2</sup> MFC  
Screen ruling: 54 l/cm  
Digital material:  
CMYK, jpg, tif, eps or pdf

## MATERIALS TO BE SENT TO

PunaMusta Oy / Teija Virtanen  
[pm.suomensilta@punamusta.com](mailto:pm.suomensilta@punamusta.com)

## PRINTING HOUSE

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## PAYEE

Suomi-Seura ry  
Bank: OKOPANKKI  
OKOYFIHH FI6657230220450238 or  
Sampo DABAFHIH FI8780001600063474  
No fee is charged for cancellations made within one week after reserving advertisement space.

