



MEDIA INFORMATION 2021

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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Executive Director

Tina Strandberg, tina.strandberg@suomi-seura.fi

EDITORIAL OFFICE

Omnipress Oy, Väretehtaankatu 8, 01300 Vantaa

ADVERTISING SALES

Suomi-Seura ry
Petri Mahlberg
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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. The magazines are available to everyone on the Internet.

CIRCULATION AND DISTRIBUTION (INDIVIDUALS AND ORGANIZATIONS)

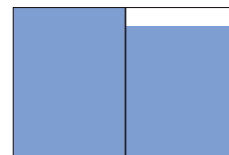
Number of readers: about 50 000
Circulation: 10 000 pcs

SCHEDULE

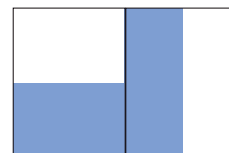
Number	Reservations	Materials	Publishing Date
1	8.2.	15.2	1.3.
2	26.4.	3.5.	17.5.
3	3.9.	10.9.	24.9.
4	29.10.	5.11.	19.11.

ADVERTISEMENT SIZES

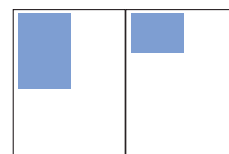
1/1 PAGE 215 x 285 mm + 3 mm
BACK COVER ... 215 x 255 mm + 3 mm



1/2 HORIZ. 215 x 148 mm + 3 mm
1/2 VERT. 95 x 285 mm + 3 mm



1/4 91 x 135 mm
1/8 91 x 67 mm



Suomen Silta

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TECHNICAL INFORMATION

Size: 215 x 285 mm
Paper: 70 g/m² MFC
Screen ruling: 54 l/cm
Digital material: CMYK / tif, jpg or pdf

MATERIALS TO BE SENT TO

hanna-mari.jaakkola@media.fi

PRINTING HOUSE

PunaMusta Oy, Tampere
 Contact Merja Vesiluoma
 merja.vesiluoma@punamusta.com
 Kaapelikatu 1, 33330 Tampere
 Tel. 010 230 8310

PAYEE

Suomi-Seura ry
 Bank: OKOPANKKI
 OKOYFIHH FI6657230220450238 or
 Sampo DABAFIHH FI8780001600063474

No fee is charged for cancellations made within one week after reserving advertisement space.



TOTAL PRICES OF ADVERTISEMENTS Finnish magazine (sent to all readers)

(A4)	4-colour
1/1	1900€
1/2	1200€
1/4	720€
1/8	250€

Back cover	2600€
2./3. covers.....	2500€
Spread.....	3500€

Advertorial

1/1	2500€
Spread.....	2900€

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

Costs arising for additional work will be charged according to the printing house bill.

No VAT is charged.



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: 5,000