

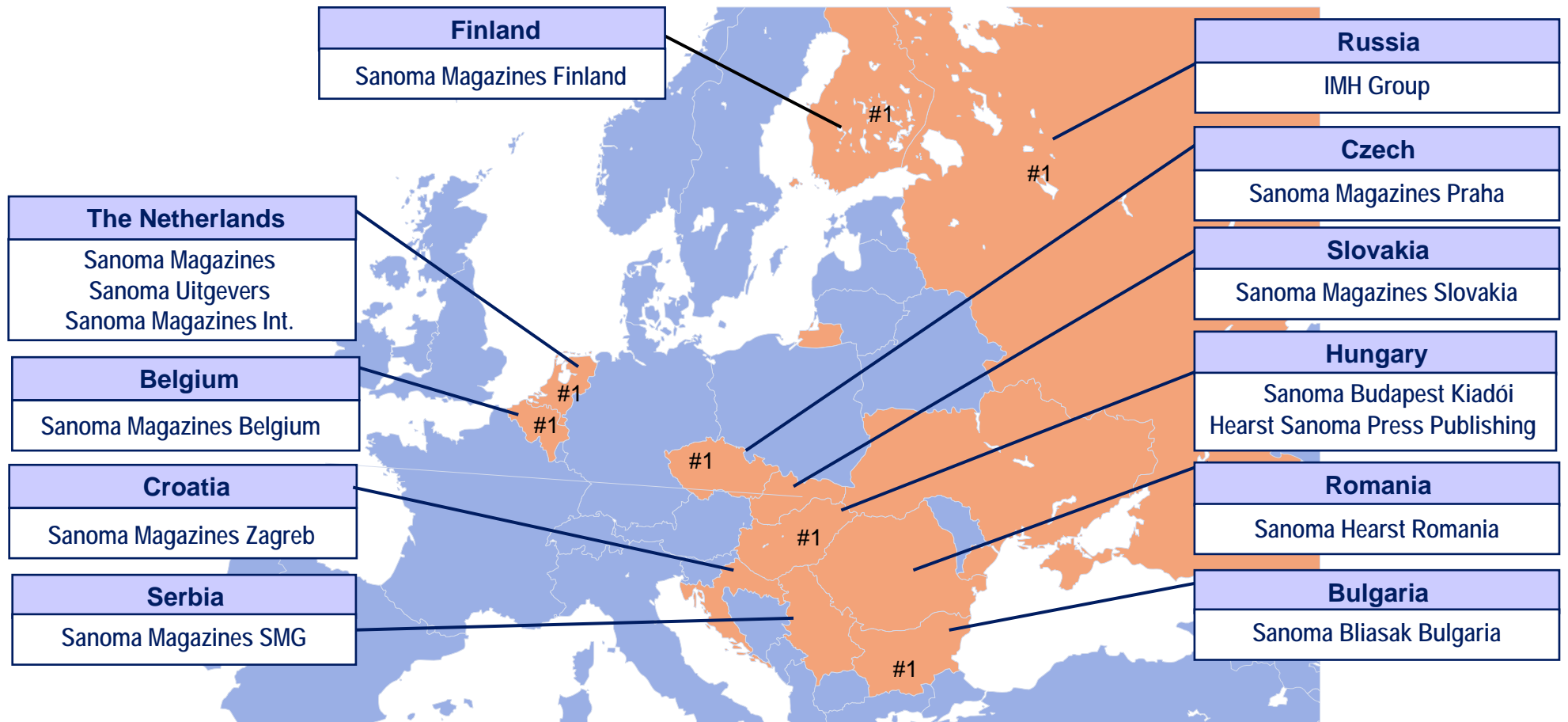
# Sanoma Magazines Finland

Raili Mäkinen  
President

September 18, 2006

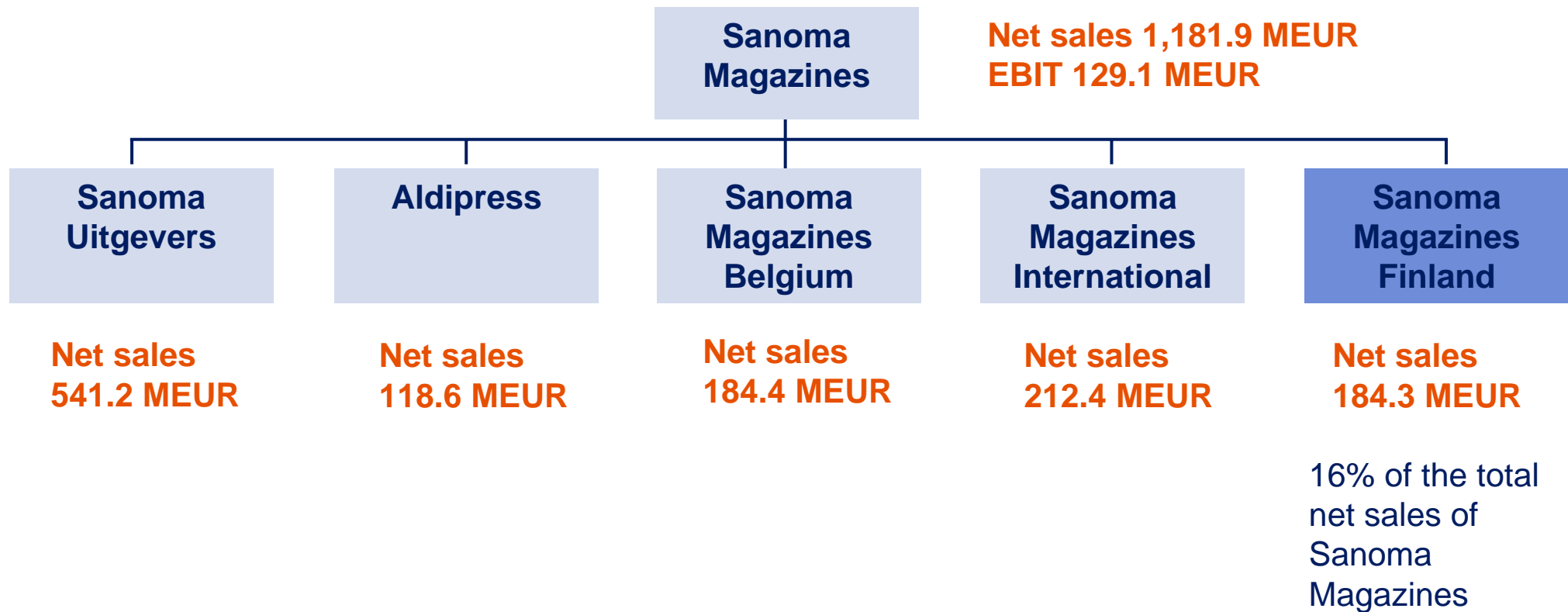
# Sanoma Magazines

12 countries, #1 in seven countries



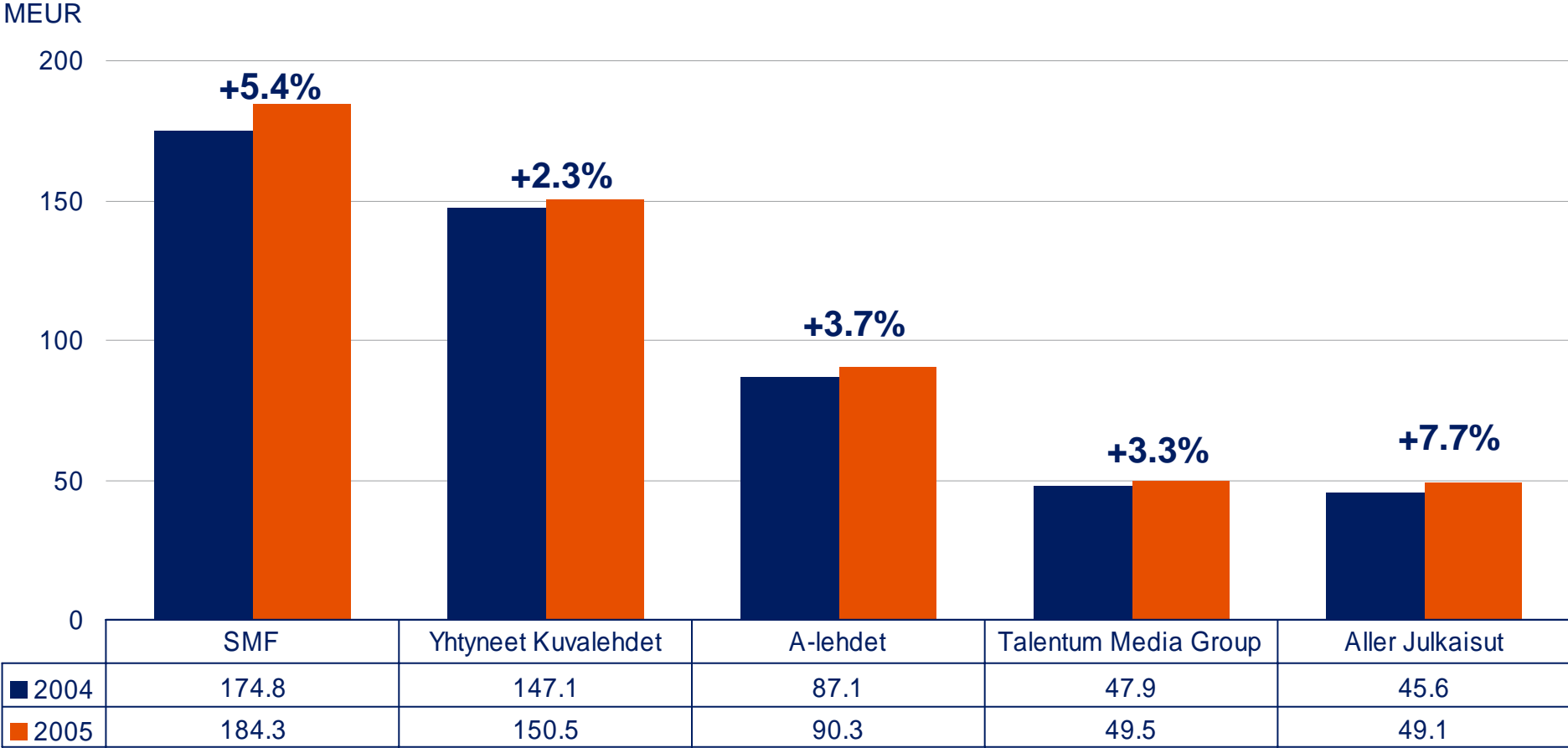
# Sanoma Magazines

## 2005 Figures

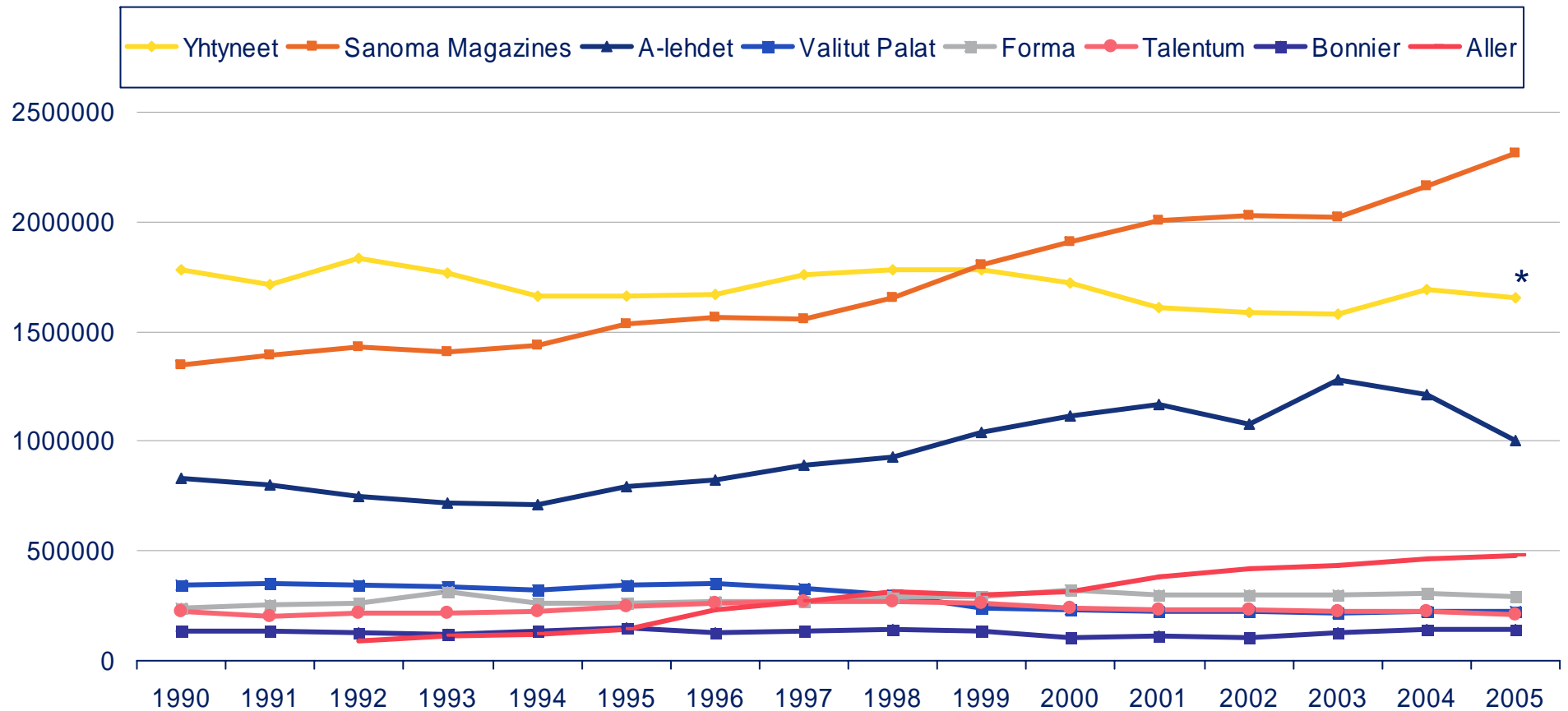


# The Finnish Magazine Market

# Net Sales



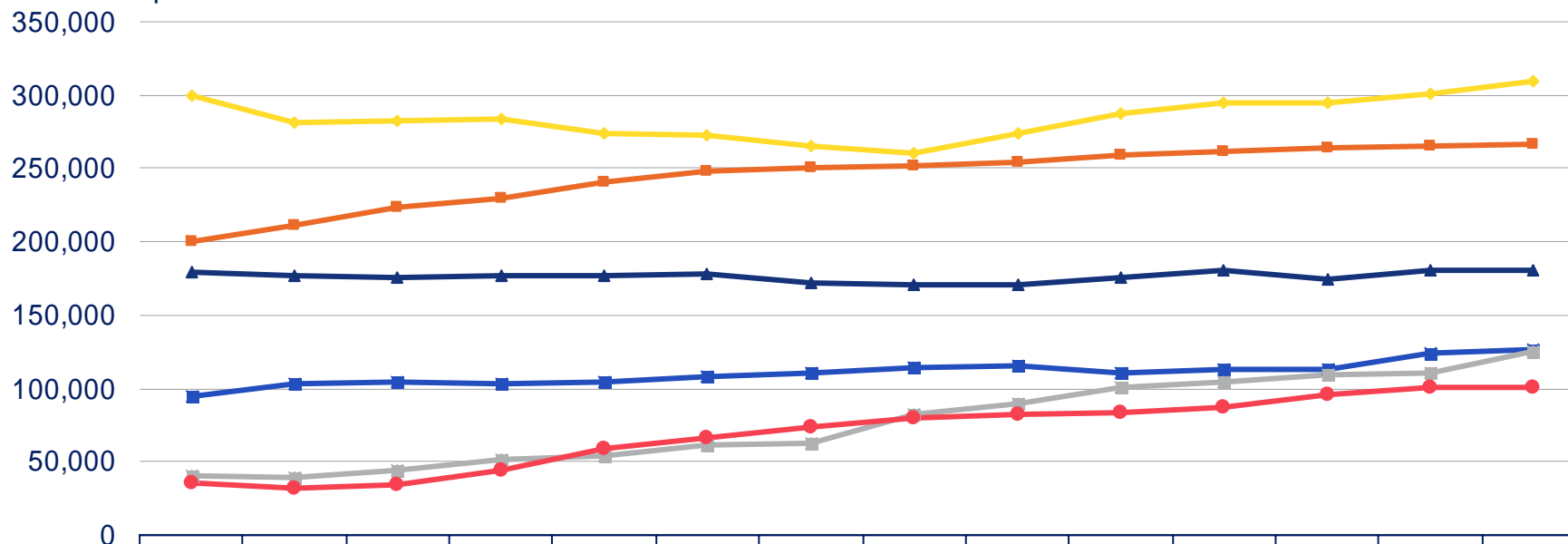
# Circulation 1990–2005



# Circulation of the Key Titles

## Sanoma Magazines Finland

Number of copies



	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
—◆— Aku Ankka	299,432	281,088	281,997	283,337	273,887	272,363	265,001	260,104	273,434	287,685	294,125	295,033	300,908	310,086
—■— ET-lehti	200,049	210,987	223,977	229,606	240,233	247,660	250,420	251,754	253,669	258,657	260,998	264,558	265,362	266,525
—▲— Kodin Kuvaletti	178,773	176,891	175,033	176,747	176,720	178,071	172,524	170,959	170,949	175,452	180,387	174,492	180,614	180,886
—■— Me Naiset	94,576	103,474	104,114	102,677	104,535	108,613	110,487	114,253	115,247	110,102	112,392	113,222	124,485	126,589
—■— Hyvä Terveys	41,035	38,710	44,399	51,186	53,618	61,698	63,197	82,019	90,002	100,982	104,094	109,654	110,148	125,577
—●— Mikrobitti	35,747	31,565	34,952	43,938	58,352	65,802	73,138	80,010	81,727	83,802	86,688	95,741	100,127	101,156

# The Market Position of the SMF Portfolio

- Strong number one position in women's magazines
  - 45% market share in circulation, 47% in advertising
- Strong number one position in youth publishing
- Challenger in men's target group

# SMF Magazine Portfolio

## Women's & Family Magazines



Circ. 180,886  
Readership 686,000  
Issues/y 24



Circ. 36,360  
Readership 160,000  
Issues/y 12



Circ. 40,258  
Readership 98,000  
Issues/y 10



Circ. 266,525  
Readership 902,000  
Issues/y 18



Circ. 65,150  
Readership 353,000  
Issues/y 12

# SMF Magazine Portfolio

## Women's & Family Magazines



Circ. 126,589  
Readership 477,000  
Issues/y 52



Circ. 50,823  
Readership 98,000  
Issues/y 8



Circ. 125,577  
Readership 476,000  
Issues/y 12



Circ. 36,109  
Readership 121,000  
Issues/y 8



Circ. 53,351  
Readership 201,000  
Issues/y 9



Total circ. 99,839  
11 titles

# SMF Magazine Portfolio

## Women's & Family Magazines



Circ. 58,696  
Readership 329,000  
Issues/y 12



Circ. 53,299  
Readership 211,000  
Issues/y 12



Circ. 40,018  
Readership 195,000  
Issues/y 8



Circ. 34,414  
Readership 264,000  
Issues/y 7



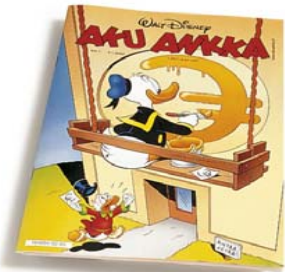
Circ. 65,930  
Readership 227,000  
Issues/y 12



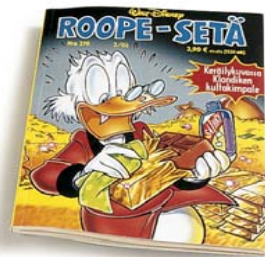
NEW  
25.10.2006

# SMF Magazine Portfolio

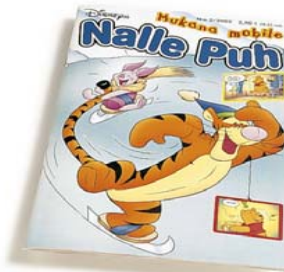
## Youth Publishing



**Aku Ankka**  
Circulation 310,086  
Readers 1,079,000



**Roope-setä**  
Circulation 73,440



**Nalle Puh**  
Circulation 48,000



**Prinsessa**  
Circulation 32,411



**W.I.T.C.H.**  
Circulation 25,937



**lines**  
9,980



**Lasten Oma Kirjakerho**  
Members 62,300



**Merkurius-kirjakerho**  
Members 17,300



**Sisters Club**  
Members 20,300

# SMF Magazine Portfolio

## Technical Magazines

Technology and construction



Circulation 44,328  
Readership 145,000  
Issues / y 13



Circulation 29,743  
Readership 76,000  
Issues / y 40



Circulation 9,093  
Readership na  
Issues / y 11



Circulation 5,649  
Readership na  
Issues / y 6



Circulation 30,323  
Readership na  
Issues / y 4

Cars and new technology



Circulation 32,965  
Readership 225,000  
Issues / y 8



Circulation 54 905  
Readership 264,000  
Issues / y 11



Circulation 39,748  
Readership 133,000  
Issues / y 24



Circulation 101,156  
Readership 329,000  
Issues / y 12



Circulation 37,732  
Readership 159,000  
Issues / y 11



Circulation 23,952  
Readership 102,000  
Issues / y 10

# SMF Magazine Portfolio

## Custom Publishing

Custom  
Publishing

