

Established in 1864, *Hufvudstadsbladet* has a circulation of about 50,600 copies, with 124,000 readers every day. Half of its subscribers live in the Helsinki region and the surrounding rural area. The paper is, however, a national newspaper and therefore presents a broader overview of news and current events, also attracting Finnish readers and readers from other Scandinavian countries who want to be up-to-date with news from Finland.

*Hufvudstadsbladet* is the largest Swedish daily paper in Finland. The newspaper is politically independent and liberal, although it is fairly close to the Swedish People's Party.

*Hufvudstadsbladet* is owned by the Foreningen Konstsamfundet association. The main problems the daily paper has to solve are of an economic nature, relating especially to high distribution costs caused by a spread circulation (half of the subscription fee covers morning distribution to subscribers).

Since 1990, *Hufvudstadsbladet* has made investments in new techniques and in a qualitatively better newspaper. Its layout and contents have improved, and the number of pages increased. In 2004, *Hufvudstadsbladet* changed format from broadsheet to tabloid. The change was well received by readers. Circulation is now increasing.

## Hufvudstadsbladet



Published in	<b>Helsingfors-Helsinki, Finland</b>	Maximum page coverage	<b>96</b>
Since	<b>1864</b>	coverage in 4c	<b>96</b>
Language	<b>Swedish</b>	Paper	<b>45 g, recycled</b>
Editor-in-chief	<b>Max Arhippainen</b>	Total staff	<b>ca. 180</b>
Printed circulation	<b>50.600</b>	Journalists	<b>87</b>
Frequency	<b>Daily</b>	Freelancers	<b>Included above</b>
Ø Total number of pages/ pages in colour	<b>ca. 48/ all in color</b>	Supplements, format and frequency	<b>Twice a week</b>
Proportion of ads/text	<b>18%/82%</b>	Address	<b>Box 217, 00101 Helsinki, Finland</b>
Format	<b>Tabloid</b>	Phone	<b>+358 9 12531</b>
Page layout system	<b>DTI/InDesign</b>	Fax	<b>+358 9 642930</b>
Advertising system	<b>Atex</b>	E-mail	<b>nyheter@hbl.fi</b>
Printing press	<b>Offset A 500 Albert-Frankenthal</b>	Internet	<b>www.hbl.fi</b>

\* Population over 14 who read the product daily

\*\* Population over 14 who read the product at least once a week