

Established in 1864, *Hufvudstadsbladet* has a circulation of about 50,000 copies, with about 120,000 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 leading independent daily in Swedish in Finland. The newspaper is politically independent and liberal.

*Hufvudstadsbladet* is a member of the KSF Media Group and 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.



Published in	Helsinki, Finland	coverage in 4C	96
Since	1864	Paper	45 g, recycled
Language	Swedish	Total staff	80
Editor-in-chief	Hannu Olkinuora	Journalists	80
Distributed circulation	49.944	Freelancers	20
Frequency	Daily	Supplements, format and frequency	TV supplement once a week, feature supplement once a month
Ø Total number of pages/ pages in colour	Ca 48/ all in colour	Address	Box 217, FIN-00101 Helsingfors, Finland
Proportion of ads/Text	18 %/82 %	Phone	+358 9 12531
Format	Tabloid	Fax	+358 9 642930
Page layout system	DTI/InDesign	E-mail	nyheter@hbl.fi
Advertising system	Atex	Internet	www.hbl.fi
Printing press	Offset A 500 Albert-Frankenthal		
Maximum page coverage	96		

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