

Established in 1856, *Vasabladet* was family owned until 1988, when it was bought by the Harry Schauman Foundation. The aims of the foundation is to support Swedish culture and the learning of the language in the Ostrobothnia region (Österbotten) on the west coast of Finland.

The foundation operates its newspapers through the HSS Media Group. Four newspapers belongs to the group: *Vasabladet*, *Österbottens Tidning* and *Syd-Österbotten* in Swedish and the local paper *Pietarsaaren Sanomat* in Finnish.

There is a close cooperation between the HSS Media newspapers as well in sales and advertising as in editorial content.

*Vasabladet* is published seven days a week and its profile is three-fold:

- \* it is a local paper in and around Vasa, the commercial capital of the region

- \* it is a regional newspaper covering a 200 km long but very narrow area along the coast

The role of the regional paper is to offer a larger scale of national and international news and in-depth news analysis than the local papers.

Finally, *Vasabladet* is the voice of Swedish-speaking Ostrobothnia on a national level.

Half of *Vasabladets* readers can be found in Vasa or in other urban areas, the rest inhabit more rural areas. Since 1995 *Vasabladet* also publishes an online webnewspaper [vasabladet.fi](http://vasabladet.fi).

*Vasabladet* is financially supported almost exclusively by sales (43%) and advertising (54%), with rising income from online and mobile activities. *Vasabladet* is from 2010 co owner of the newly built printing mill Botnia Print in Karleby/Kokkola.

## Vasabladet



Published in	Vasa, Finland	Page layout system	DTI/Indesign
Since	1856	Advertising system	TietoEnator MPress
Language	Swedish	Proportion of subscription/kiosk sales	99 %/1 %
Editor-in-chief	Lars Rosenblad	Total staff	174 (HSS Media group)
Distributed circulation	23.500	Journalists	50 (85 HSS Media group)
Frequency	Daily, from Monday through Sunday	Supplements, format and frequency	Thematic supplements, 16-32 pages 5-8 times/year
Distribution rate LPA*/%	71.000/86 % Swedish speakers, 49 % total	Address	P.O. Box 52, FIN-65101 VASA (Visitor address: Sandögatan 20)
Ø Total number of pages/ pages in colour	average 21/21	Phone	+358 6 784 8200
Proportion of ads/Text	25 %/75 %	E-mail	surname.familyname@vasabladet.fi
Format	Broadsheet	Internet	www.vasabladet.fi

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