

Established in 1856, *Vasabladet* was privately owned until 1988, when it was bought by the Harry Schauman Foundation. The foundation owns four newspapers (three in Swedish and a local paper in Finnish) and its task is to support the Swedish culture and the learning of the language in the Ostrobothnia region on the west coast of Finland.

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 300 km long but very narrow area along the coast

The role of the regional paper is to offer a larger scale of 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 *Vasabladet's* readers can be found in Vasa or in other urban areas, the rest inhabit more rural areas. Each year *Vasabladet* includes also 5 to 7 thematic supplements, ranging from 16 to 32 pages in tabloid format.

Since 1995 *Vasabladet* is also available in an online edition.

Vasabladet is financially supported almost exclusively by sales (43%) and advertising (54%), with rising income from online and mobile activities. *Vasabladet* buys the printing service from I-Print with plants in Vasa and Seinäjoki.

Vasabladet



Published in	Vasa, Finland	Maximum page coverage	28
Since	1856	coverage in 4c	28
Language	Swedish	Proportion of subscription/ kiosk sales	99%/1%
Editor-in-chief	Dennis Rundt, Lars Rosenblad	Total staff	80
Distributed circulation	24.255	Journalists	50
Frequency	Daily from Monday to Saturday	Supplements, format and frequency	Dax (children supplement), tabloid 4-8 pages, 16 times/year. Thematic supplements, 16-32 pages 5-8 times/year
Distribution rate LPA*/%	71.000/86%	Address	P.O.Box 52 65101 Vasa, Finland
	Swedish speakers, 49% total	Phone	+358 6 3260211
Ø Total number of pages/pages in colour	21/21	Fax	+358 6 3269003
Proportion of ads/text	26%/74%	E-mail	lars.rosenblad@vasabladet.fi
Format	Broadsheet	Internet	www.vasabladet.fi
Page layout system	Scoop, Indesign		
Advertising system	TietoEnator MPress		
Printing Press	Goss		

* Population over 14 who reads the product daily

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