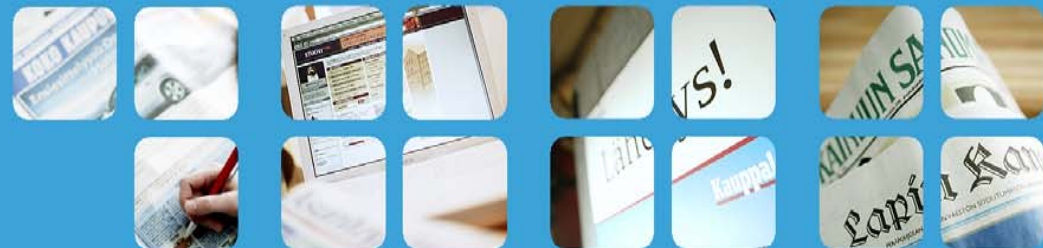


Ilta-lehti – the challenger with promising track record

Kari Kivelä

Editor-in-Chief and Publisher

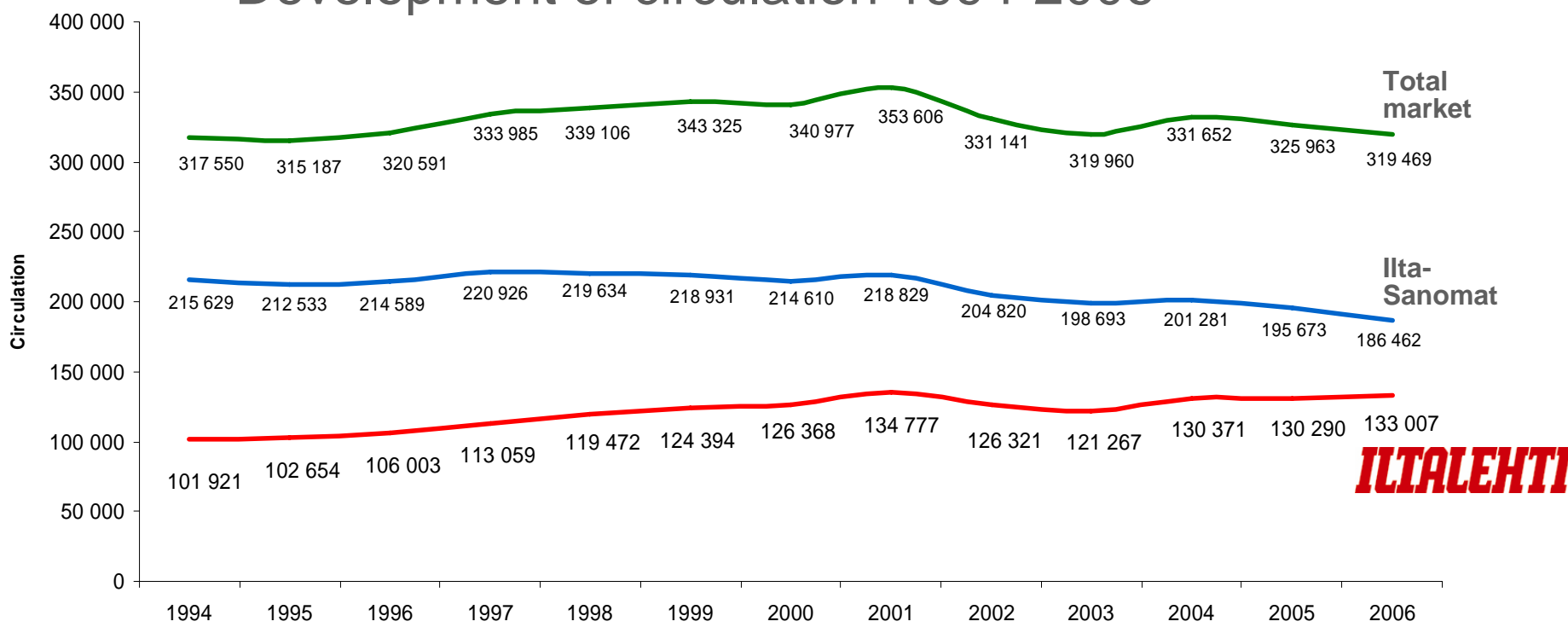
Alma Media CMD 12.9.2007





Iltalehti paper has grown in the falling market

Development of circulation 1994-2006

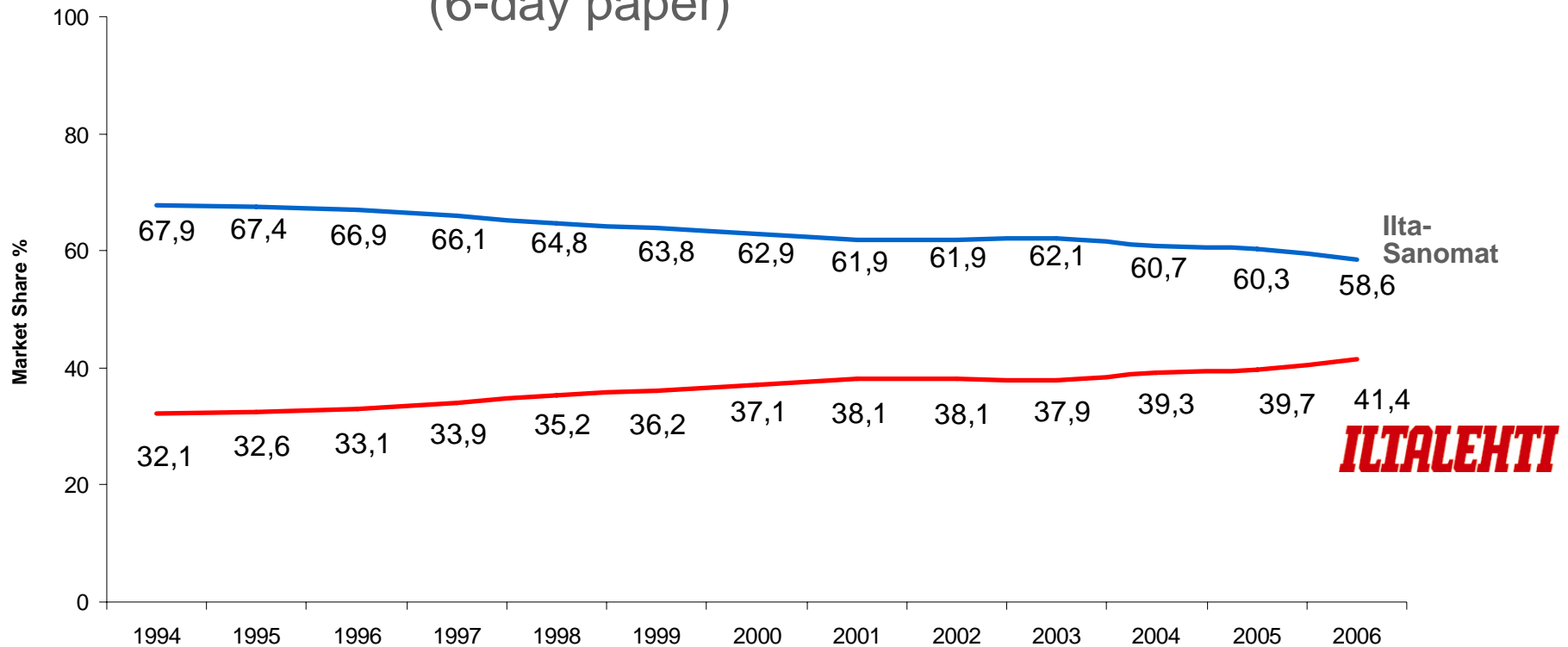


Source: Levikintarkastus Oy



Iltalehti has gained market share

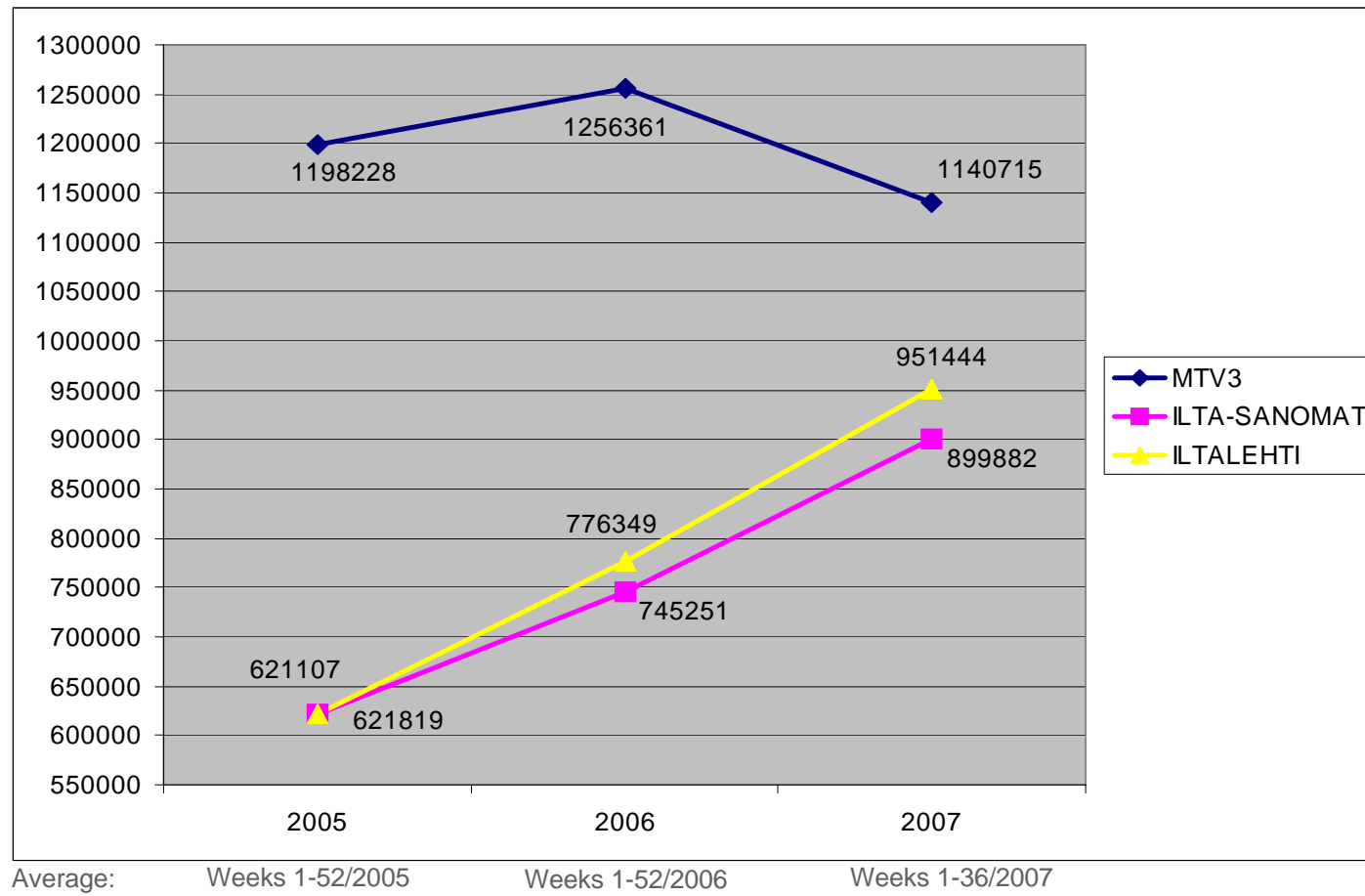
The development of market share 1994-2006
(6-day paper)



Source: Levikintarkastus Oy

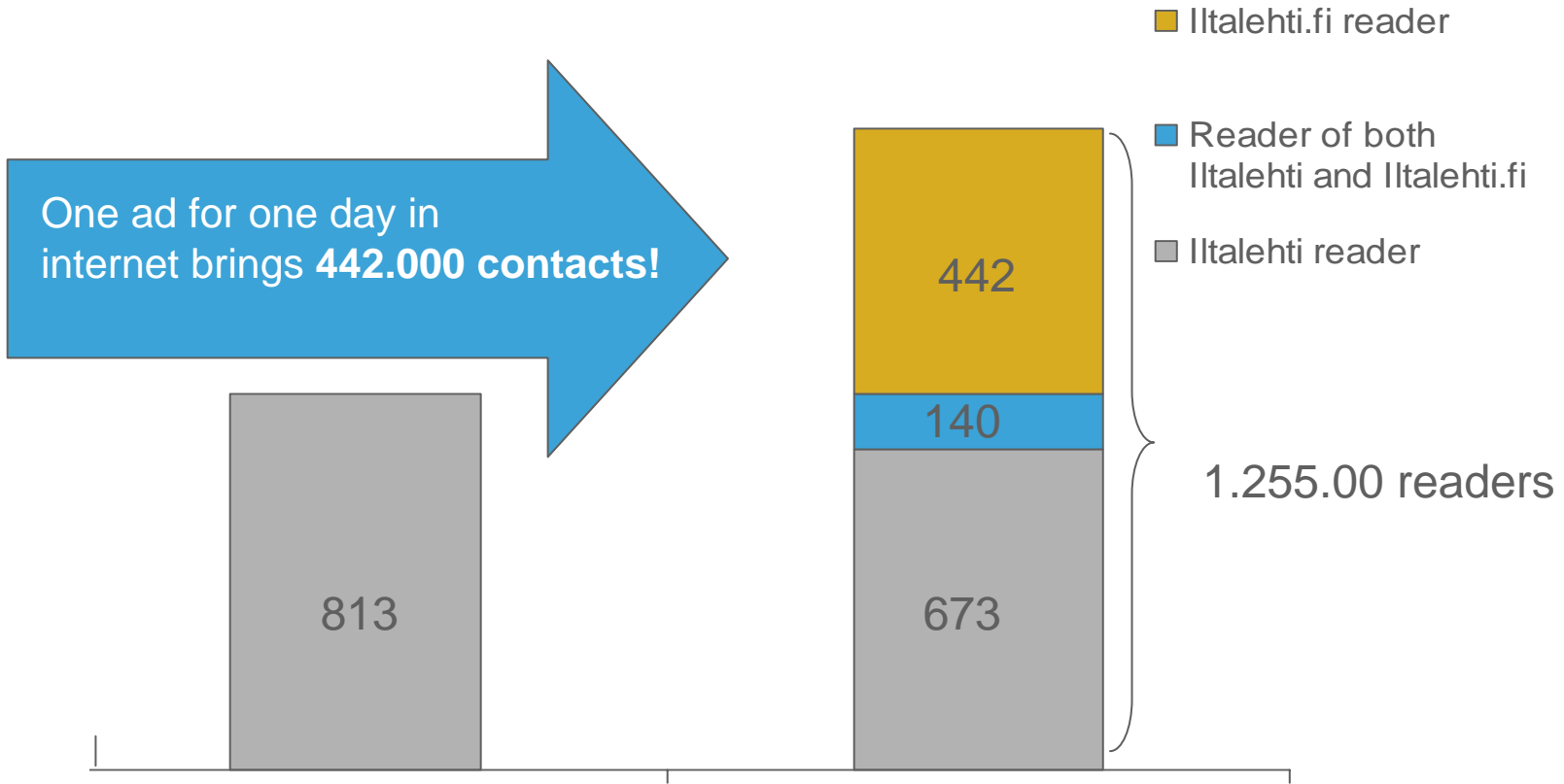


The development of some major online sites





The combined advertising power



One ad in Iltalehti + one day in iltalehti.fi: combination reaches 1.255.000 readers



The next steps

- Redesign of daily newspaper
- The development of news management
 - Users as news agents
 - Web television
- Advertising sales: "long-tail" products
 - Iltalehti has 5 million page impressions per month, but has focused only on big brands
- The development of social media

Thank you!

