

Reshaping the hybrid media - Renewing Kauppalehti

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Kauppalehti – pioneering market leader in business media

Share of revenue

Source of revenue

Focus on

To do

13%

eTrade, licensing and usage of kl bi products

Business information

Kauppalehti ePortti
Balance Consulting
New services (Company search)

Growth

Develop new products and concepts
Boost sales

enables

12%

Advertising sales
Content sales

Web media

Kauppalehti.fi

Growth

Be the leading business site
Boost advertising sales

enables

75%

Advertising sales
Circulation sales

Print media

Kauppalehti Optio

TV

KL Talous-uutiset

Profitability and extension of product life cycle

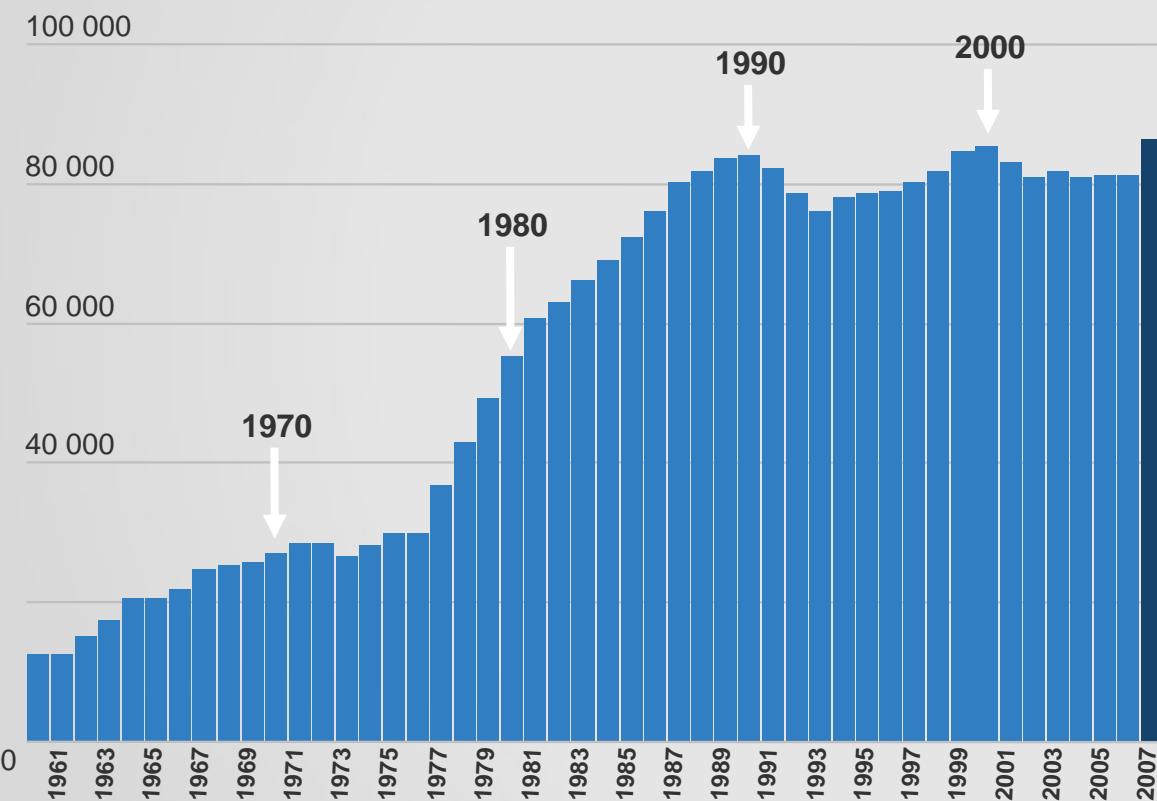
Renew the products
Get new readers
Boost sales
Improve efficiency

Strong brand

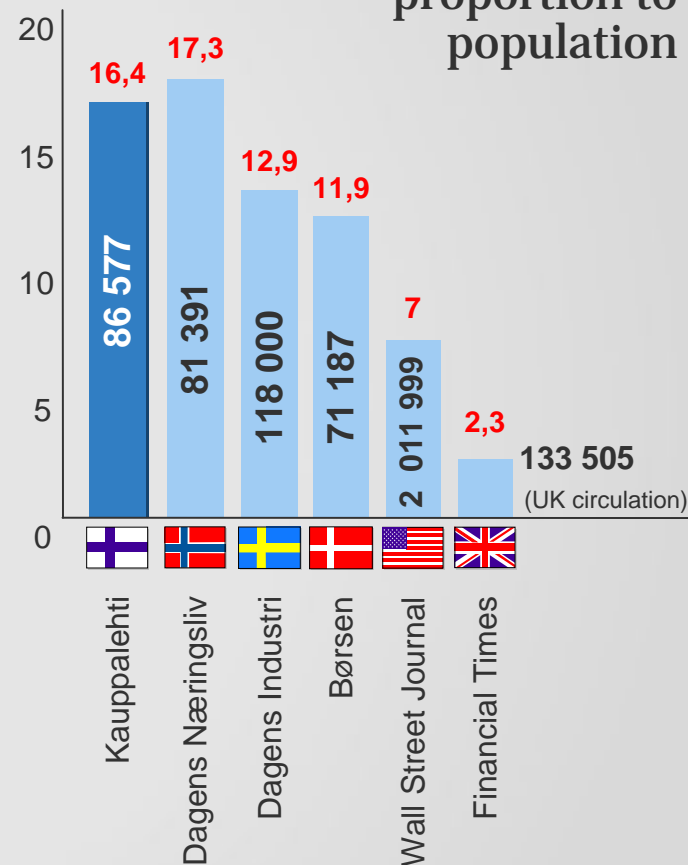
86 577

Audited circulation 2008/1

Kauppalehti circulation
1961–2008/1



pcs/1,000 persons
Circulations in proportion to population

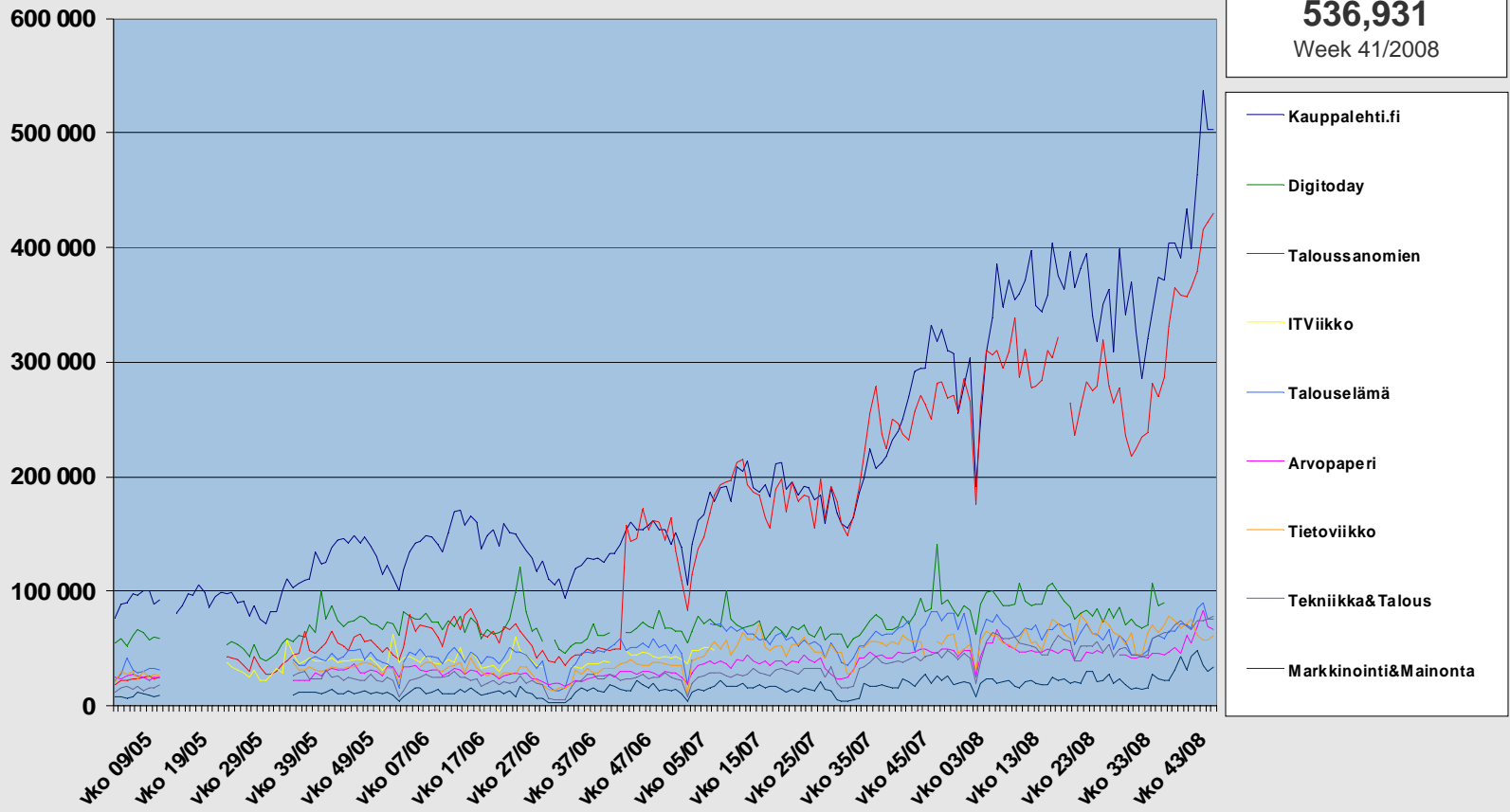


NOTE:

- COOPERATION WITH THE FINNISH SHAREHOLDERS ASSOCIATION EXCEEDED EXPECTATIONS
- BETTER MARKET AFTER TALOUSSANOMAT

Number of web visitors increasing fast

KI.fi and other business media: Unique visitors 01/2005 - 43/2008



Kauppalehti total audience growing



193,000 readers daily
362,000 readers weekly

Profile emphasis:
• **Decision makers**
(**management and entrepreneurs**)

372,256 unique visitors weekly

Profile emphasis:
• **Expert position and those interested in stocks**



19% of Kauppalehti.fi visitors read Kauppalehti print issue
30% of Kauppalehti print issue readers visit Kauppalehti.fi
(Example: TNS Atlas 1-6/2008)

Company search

- A new site, combines company data from different databases with Kauppalehti business news
- Basic search results free of charge, the site works as a gateway to the online market place of chargeable company analysis and business reports
- 45,000 unique visitors in week 42 (one month after opening)

The screenshot shows the Kauppalehti.fi website interface. At the top, there is a navigation bar with the site logo and links for 'Kauppalehti', 'ePortti', and 'Toimitilat'. A search bar is visible with the text 'Hae arvopaperia'. Below the navigation bar, there are several sections:

- Yrityshaku (Company Search):** A section titled 'Yrityshaku' with the subtext 'Kaikkien suomalaisten yritysten tiedot maksutta samasta paikasta.' It includes a search box with the placeholder 'Hae yritystä nimellä tai Y-tunnuksella' and a 'Hae' button. Below the search box, it says 'Esimerkkejä: Kauppalehti Oy, 0869288-1 tai 08692881.'
- Yritysuutiset (Company News):** A section titled 'Yritysuutiset' with a featured article 'Vain lumi puuttuu' (Only snow is missing) dated 'Toistai 23.10.2008 klo 08:55 (päivitetty to 10:29)'. The article text reads: 'Yrittäjyys Etelä-Suomen laskettelukeskuksessa kysyy luonnetta. Entisen maajoukkueläskijan Sami Uotilan kipparimoima Vihti Ski Center on kuitenkin päättänyt vastata haasteeseen investoimalla pelottomasti lumen ja laatuun.'
- Jätettä syntyy vaikka olisi finanssikriisikin (Waste is produced even in a financial crisis):** A section titled 'Jätettä syntyy vaikka olisi finanssikriisikin' dated 'Toistai 23.10.2008 klo 08:26 (päivitetty to 10:29)'. The article text reads: 'Jätteiden syväkeräysjärjestelmiä valmistavaa Molokia eivät finanssikriisit hetkauta. Jätettä tulee maailman tappiin ja näin yhtiön investointiohjelmat on tehty vuosiksi eteenpäin samalla, kun yritys takoo nyt historiansa kovinta tulosta.'
- Eppu Normaali teki huipputuloksen (Eppu Normaali achieved a record result):** A section titled 'Eppu Normaali teki huipputuloksen' dated 'Keskiviikko 22.10.2008 klo 10:00'. The article text reads: 'Suomirockin dinasaurokset Ylöjärveltä tekivät vuonna...

On the right side of the page, there are two promotional banners:

- Ota ensimmäinen askel - hae** (Take the first step - search): A purple banner for 'yritysrahoitusta Finveron sähköisestä asiointipalvelusta!' (company financing from Finvera's electronic service!).
- We are the champions**: A red banner with a photo of a man and the text 'Urheilu- ja tapaturmakiinnika' (Sports and accident insurance).

Renewing Kauppalehti

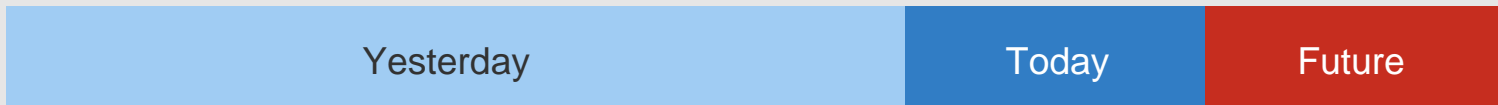
Targets

- More readers
- Better and sharper journalism
- Differentiation between the paper and Kauppalehti.fi



Kauppalehti's perspective

NOW



AFTER THE RENEWAL



Summary

- Kauppalehti has chosen the hybrid media strategy
 - Strong brand
 - Companies as main target group
- Kauppalehti has three major business areas
 - Print media
 - Web media
 - Business information
- Kauppalehti is the pioneering market leader in business media and has gained market share in 2008

Lehdentekijät Group

Net sales MEUR 14.4, 77 employees

- Approx. 60 publications
- **Note:**
 - hard competition between main players
 - Yhteishyvä magazine new client 2009

Baltic News Service

Net sales MEUR 4.5, 216 employees

- Estonia, Latvia, Lithuania
- Full scale Pan-Baltic news agency
- Media monitoring
- Strong market position
- **Note:** economic views in the Baltics unclear

Kauppalehti

net sales MEUR 42.5, 180 employees

Media products

- Kauppalehti
- Kauppalehti Optio
- Kauppalehti Vip



Kauppalehti.fi

Business information

- ePortti
- Balance Consulting

Kauppalehti 121 Oy

Net sales MEUR 10, 62 employees

- Direct marketing services
- Full service concept
- Strong position in public registers
- **Note:** new competitors entering the market

Talentum Oyj

(29.85%)

Business information: ePortti and Companies

ePortti

- Gathers and distributes information and documents from over 20 government agencies/information producers
- Reliable and up-to-date information on companies, individuals, real estates, statistics and legislation
 - real estate information, company information, personal data, legislative information, marketing information
- Information by private data producers like Asiakastieto, D&B, Blue Book etc. also available via ePortti
- 100 intranet customers, over 35 ,000 paying users

Companies

- A new and unique kl.fi business information site, opened in September
- Combines essential company data from different quality databases with KauppaLehti company/business news
- The basic company search results are free of charge, financed by ads
- The search site is a gateway to the online market place of chargeable company analysis and business reports
- Future commercial development: new online ad solutions and easier-to-buy info products to the marketplace
- The new site had 45,000 unique visitors in week 42, one month after opening

