

November good for newspapers in Finland

According to TNS Gallup's latest information newspapers' media sales in Finland grew by 10 % in November. The figure for subscribed newspapers was + 8.9 % and for free sheets + 17.3 %. It's helpful to remember that the total figure for newspapers in November 2005 was -2.7 %.

Online media grew only by + 6.3 %. TNS Gallup reporting includes roughly 65 % of paid online media, mainly banner advertising.

Roughly half of Alma Media's net sales comes from media sales, so knowing how the total media market is doing can be a helpful piece of background information. We have gathered monthly and cumulative data by media group to our IR pages. The first reported month is January 2006. The data is updated monthly after TNS Gallup has released the figures mid-month. Take a look at http://www.almamedia.fi/media_advertising_spending

Silent time begins 19 January

There is still time to meet the management before silent time that starts on 19 January 2007. Please ask for available times in good time.

Alma Media extends a warm thank you for this year and wishes you a Merry Christmas and a Happy New Year 2007!

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