

# Media advertising Q1 2009



# Advertising sales change Q1 2009

## Alma Media vs. market

Change, %	Market Q1 09 *	Alma Media Q1 09
Newspapers	-24.3	-19.7 **
Magazines	-19.3	-
Television	-13.7	-
Radio	2.5	-
Internet	-8.1	-4.5
<b>TOTAL</b>	<b>-19.3</b>	<b>-17.0</b>

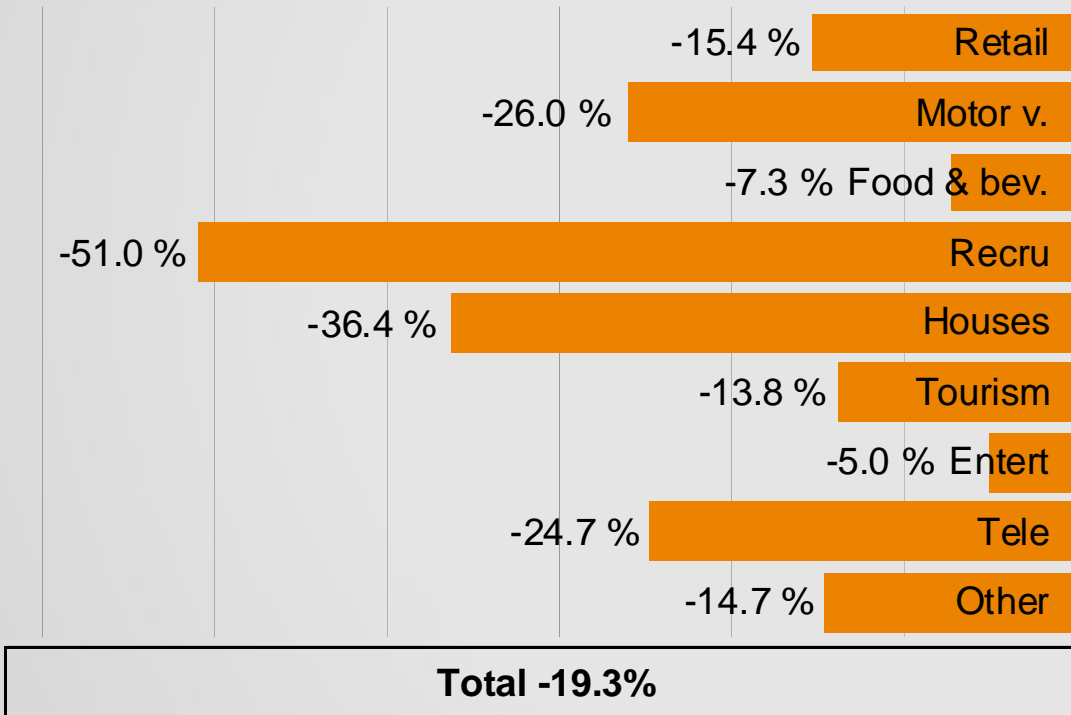
\* Source: TNS Media Intelligence

\*\* Newspapers segment (excl. online services),  
Kauppalehti and Etuovi.com print



# Advertising by branch Q1 2009

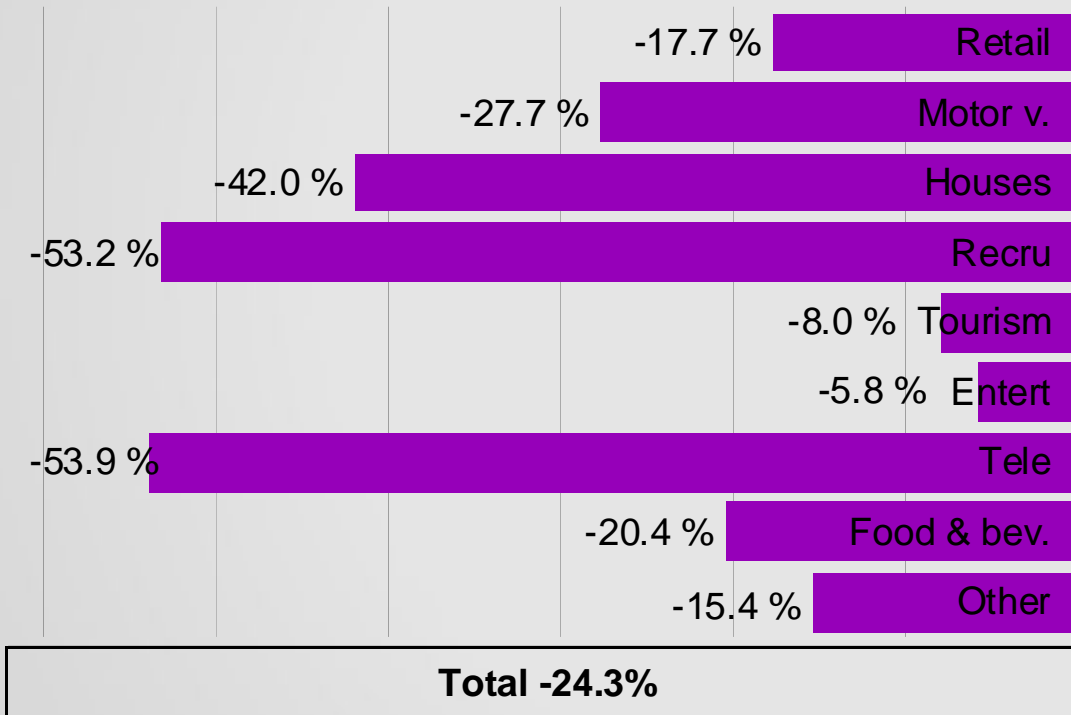
Change from Q1 2008



Advertising in Q1 09	MEUR
Retail	57
Motor vehicles	24
Food & beverages	24
Recruiting	11
Houses and premises	11
Tourism and traffic	10
Entertainment	9
Telecommunications	8
Other	94
<b>Total</b>	<b>248</b>

# Advertising by branch Q1 2009

Newspapers, change from Q1 2008

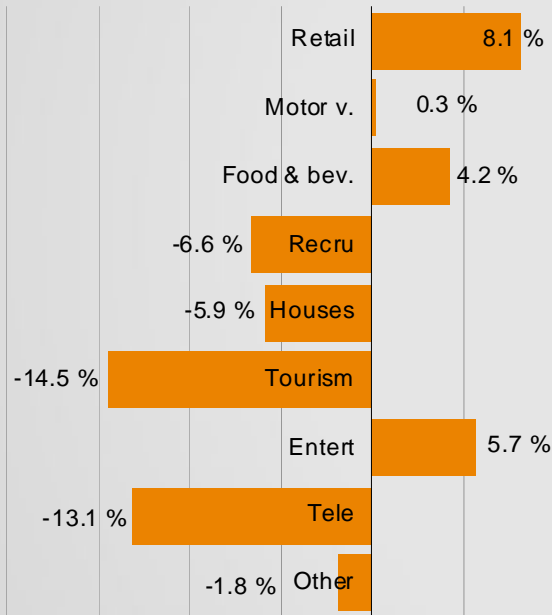


Advertising in Q1 09	MEUR
Retail	44
Motor vehicles	14
Houses and premises	8
Recruiting	7
Tourism and traffic	5
Entertainment	4
Telecommunications	2
Food & beverages	1
Other	35
<b>Total</b>	<b>122</b>



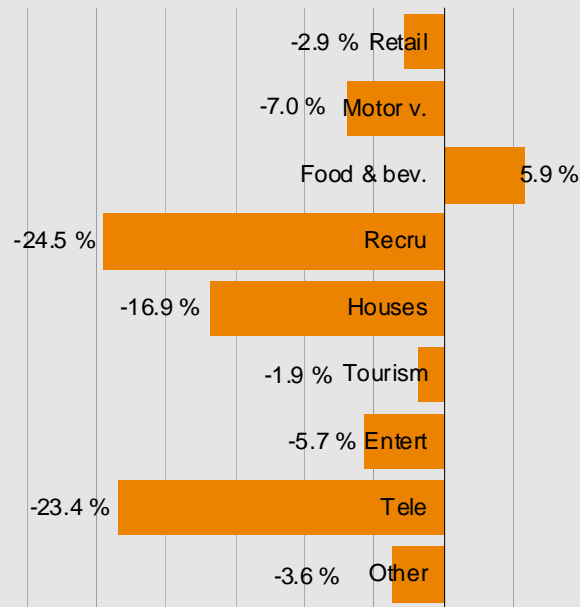
# Advertising change by branch

Q3 08 vs Q3 07



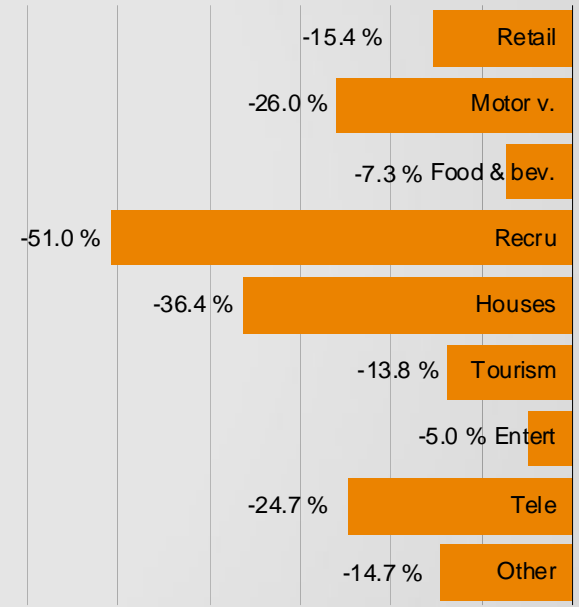
Total -0.1%

Q4 08 vs Q4 07



Total -5.7%

Q1 09 vs Q1 08



Total -19.3%



## Advertising sales change Q3 2008 - Q1 2009

Total market\*

Market value change, %	Q3 2008	Q4 2008	Q1 2009
Newspapers	-3.7	-7.5	-24.3
Magazines	-2.5	-7.1	-19.3
Television	4.3	-6.5	-13.7
Radio	3.1	7.7	2.5
Internet	25.3	15.1	-8.1
<b>TOTAL</b>	<b>-0.1</b>	<b>-5.7</b>	<b>-19.3</b>



# Advertising sales change Q1/2008 - P3/2009

