

### What is AGENDA?

Published in Finland, AGENDA is the only glossy magazine in English covering in depth politics, economics, culture and lifestyle topics through exclusive interviews and articles.

AGENDA helps your company to raise its profile, build relationships with influential people in position to help your business and increase your sales. *You may choose graphic or editorial adverts.*

Our readers are highly connected professionals – diplomats, politicians, honorary consuls, business people, expatriates, media and business visitors. They have a high buying power and wide network in Finland and around the world, representing one of the best channels to promote your services.

In addition, as the only publication featuring the dynamic diplomatic life in Helsinki, AGENDA is the place to advertise tax free sales and specific services.

For many foreigners, Finland is an exotic country, with many things to discover, from fashionable brands to places. The language is an important barrier, and the lack of time another. AGENDA saves time to both our readers and advertising partners, connecting them quickly.

### Where is AGENDA read?

AGENDA is distributed by subscription, targeted mail and in bookstores (Stockmann and Academic Bookstore). In addition, AGENDA goes to all Finnish embassies abroad and in Foreign Affairs Ministries around the world.

*With 10 000 influential readers/issue, AGENDA is a cost efficient support for advertisers. AGENDA is published 5 times/year since January 2006.*

### Detailed profile of AGENDA's readers

As an insider of the target group, we could establish the following profile of our readers:

Well educated, with an average income of over 7 000 euros net monthly, they represent over 60 nationalities, ages ranging from 30 and up. Over half of them are married, generally with a non working spouse and an average number of 2 children of school age/ family.

They are owners of their houses and have second residences in Finland or abroad. They invest in stock market, real estate and art.

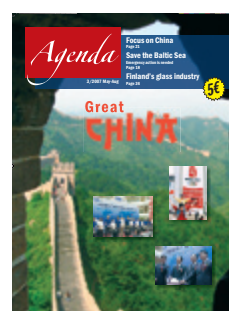
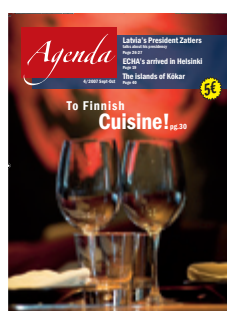
They travel several times a month and are eager to discover new holiday places, in Finland and abroad. They look for good quality and are ready to pay for it.

They own cars, use high quality services and are brand oriented. When they do not find the international brands they are used to, they turn to local high level brands. They eat out several times/week, with families or guests.

In addition, they rent banquet halls, use catering and hotels to meet their professional needs. Their favorite sports include golf, skiing, tennis, boating.

*The profile applies to both Finnish and foreign readers.*

Only the diplomatic community, with an estimated annual income of over 21.5 million euros net, represents a major client for different business. An even larger budget is spent by the over 100 embassies and foreign offices to fulfill their mission of representation.



## *Publishing times and deadlines*

<i>Published</i>	<i>Reservation Time</i>	<i>Deadline for Material</i>
Issue #1 2009	25.01.2008	01.02.2009
Issue #2 2009	25.03.2009	01.04.2009
Issue #3 2009	25.05.2009	01.06.2009
Issue #4 2009	25.08.2009	01.09.2009
Issue #5 2009	25.10.2009	01.11.2009

## *Advertising prices*

Opening spread	3 450 euros	size 420/280 mm + 5 mm bleed
Covers 2, 3	2 250 euros	size 210/280 mm + 5 mm bleed
Back cover	2 500 euros	size 210/280 mm + 5 mm bleed
2/1	2 300 euros	size 420/280 mm + 5 mm bleed
1/1	1 750 euros	size 210/280 mm + 5 mm bleed
½	1 050 euros	size 210/140 mm OR 105/280 (+ 5 mm bleed)
1/3	940 euros	size 210/94 mm OR 280/70 (+5 mm bleed)
¼	700 euros	size 52.5/280 mm OR 210/70 mm OR 105x140
1/8	470 euros	size 105/70 mm
Business card	250 euros	size 50/90 mm
Web banner	400 euros	

**Prices do not include VAT  
22% (when applicable)**

*Prices are the same for editorial advert and for traditional advert. More detailed information on editorial advert/ sponsored interviews on request*

***Special Placement +10%; 1 year agreement (5 issues) – 10%; Media agency commission -15%***

### ***Technical details***

PDF files + 5 mm bleed, 300 dpi; Format: 210/280 mm; 4 colors; Pages: 44 (including covers); 5 times/year

### ***Claims***

Differences in nuances can appear in the printing process. We are not responsible for mistakes in the adverts sent as print ready by the clients.

### ***Payment Policy***

For our partners based in Finland and Scandinavia, payment is due after publication within 10 days of receipt of invoice. For our partners outside Scandinavia, 50% deposit is required before publication and the balance in full within 10 days of receipt of invoice and proof of publication. For late payments + 13%.



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