

KAUPUNKIMEDIA

# CITY

KUOVA: JENNI HÄYRINEN



## RATECARD

# 2011

CITY-MAGAZINE  
STYLEGUIDE  
CITY.FI  
112.ORG

HELSINKI • TURKU • TAMPERE • OULU • KUOPIO/JOENSUU • KOUVOLA/LAPPEENRANTA • PORI • LAHTI • JYVÄSKYLÄ • VAASA

## CITY-PACKAGES

### CITY-MEGAPLUS

(All cities + twice in Helsinki, Turku and Tampere)

Size	four-colour
2/1	34 400 e
1/1	22 100 e
1/2	14 200 e
1/4	8 400 e
1/8	4 990 e
1/16	3 550 e
centerfold	40 500 e
page 2 or 3	25 500 e
back page	29 600 e
Panorama	25 500 e

**34 % package discount** included. 9 different editions: Helsinki, Turku, Tampere, Oulu/Rovaniemi, Kuopio/Joensuu/Kouvola/Lappeenranta, Lahti, Jyväskylä, Pori, Vaasa. Two publication dates every month in Helsinki, Tampere and Turku.

### CITY-MEGA

(All cities)

Size	four-colour
2/1	23 800 e
1/1	15 700 e
1/2	9 900 e
1/4	5 900 e
1/8	3 550 e
1/16	2 490 e
centerfold	28 100 e
page 2 or 3	17 900 e
back page	20 600 e
Panorama	17 900 e

**31% package discount** included. 9 different editions: Helsinki, Turku, Tampere, Oulu/ Rovaniemi, Kuopio/Joensuu/ Kouvola/Lappeenranta, Lahti, Jyväskylä, Pori, Vaasa.

### CITY-FIVE

(Helsinki, Turku, Tampere, Oulu/ Rovaniemi, Kuopio/Joensuu/ Kouvola/Lappeenranta)

Size	four-colour
2/1	18 950 e
1/1	12 500 e
1/2	7 800 e
1/4	4 700 e
1/8	2 800 e
1/16	2 100 e
centerfold	22 100 e
page 2 or 3	14 200 e
back page	16 400 e
Panorama	14 200 e

**18% package discount** included.

### CITY-THREE

(Helsinki, Turku, Tampere)

Size	four-colour
2/1	15 900 e
1/1	10 500 e
1/2	6 550 e
1/4	3 900 e
1/8	2 450 e
1/16	1 850 e
centerfold	18 700 e
page 2 or 3	12 100 e
back page	13 700 e
Panorama	12 100 e

**7% (colour) package discount** included.

## \*BIG CITY = CITY MAGAZINE + CITY.FI ► REACH NEARLY HALF A MILLION, ADDITIONAL BENEFIT -25%

Minimum 1/1 page Mega campaign in the City magazine, plus Leaderboard in City.fi (min. 400 000 displays). Additional package discount from both products -25%.

\*BigCity campaign in City.fi must be executed with +/- 4 weeks time from the publication of the Mega / Megaplus package.

## CITIES

### HELSINKI

Size	four-colour
2/1	9 700 e
1/1	6 500 e
1/2	4 050 e
1/4	2 350 e
1/8	1 570 e
1/16	1 100 e
centerfold	11 250 e
page 2 or 3	7 500 e
back page	8 500 e
panorama	7 500 e

### TURKU OR TAMPERE PER AD

Size	four-colour
2/1	3 535 e
1/1	2 480 e
1/2	1 560 e
1/4	960 e
1/8	525 e
1/16	405 e
centerfold	4 360 e
back page	4 400 e

### OTHER CITIES PER AD\*

Size	four-colour
2/1	2 880 e
1/1	1 950 e
1/2	1 210 e
1/4	725 e
1/8	420 e
1/16	285 e
centerfold	3 310 e
back page	3 300 e

\*Jyväskylä, Kuopio/Joensuu/ Kouvola/ Lappeenranta, Lahti, Oulu/Rovaniemi, Pori, Vaasa.)

## CITY STYLEGUIDE

Size	four-colour
2/1	16 950 e
1/1	12 100 e
1/2	7 700 e
1/4	4 750 e
centerfold	19 900 e
page 2 or 3	13 700 e
back page	15 600 e

## GLUED ON INSERTS

Max 10 g	11-20 g	21-30 g	31-40 g
0,13 e	0,14 e	0,15 e	0,16 e
41-50 g	51-80 g	81-100 g	101-160 g
0,17 e	0,19 e	0,20 e	0,25 e

**Insert size:** max 265 mm x 390 mm, min: 149 mm x 210 mm.

All prices are e/ a piece. VAT is not included. These prices are for paper inserts. All special solutions concerning inserts form, weight, printing, material, placement and circulation will be negotiated individually. Always check circulation amounts with your contact person. Client is responsible for the finished insert material to be on time in the given delivery address at the demand date. Other insert possibilities: separate insert, in printed insert.



## DISTRIBUTION RIGHT - PRICES

**ORDER CITY FOR YOUR CLIENTS**  
 Helsinki á 175e/ month  
 Tampere, Turku á 99e/ month  
 \*Other regions á 75 e/ month

\*(Lahti, Jyväskylä, Oulu, Rovaniemi, Kemi, Pori, Vaasa, Kouvola, Lappeenranta, Kuopio, Joensuu.)

Price/ circulation.

The amount of magazines delivered is case-specified. Ask more from City's distribution marketing:

**Lauri Hannola**, +358-50-544 7225 or lauri.hannola@citypress.fi.

## DISCOUNTS AND ADDITIONAL CHARGES

### DISCOUNTS

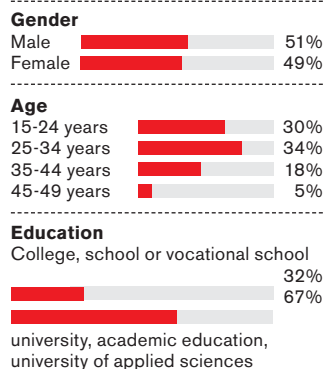
**Package discount:** CITY MegaPlus 34%, CITY Mega 31%, CITY-Five 18%, CITY-Three 7% (Package discounts are included in the rate prices).

**Agency commission:** 15% agency commission requires a yearly minimum purchase worth of 20 000 euros, ready to print advertising material which meets the demands of production as well as deadline requirements, a written order confirmation, and a credit rating and a full delcredere liability approved by Citypress Oy.

### CONTRACT DISCOUNTS

**Yearly Contracts:** Customers who commit to a yearly contract Citypress Oy grants a discount which is based on the net volume of yearly purchases. Yearly contracts are valid for 12 months. Minimum contract volume is 20 000 net euros/year.

#### CITY MAGAZINE READER PROFILE



Source: KMT s2009/k2010, TNS Gallup Oy

### ADDITIONAL CHARGES

**Guaranteed placement:** 15%. Other than standard as sizes: 15%. Colour separations: Full colour ads include one colour separation. Additional separation cost is 200 euros per a piece. Delayed material: Delays in material are charged according to a separate over-time pricelist with a minimum of 100 e. Additional charge for materials not ready to print is 200 e.

**Different versions:** Ad can be published with regional differences. Contact City marketing for more information.

### SEASON SPECIALS

**SPECIAL 1 2 ADS -40%**  
(Megaplus, Mega, Viisikko, Kolmikko)

**SPECIAL 2 CITY-MEGAPLUS -35%**  
(All Finland + twice in Helsinki, Turku, Tampere)

**SPECIAL 3 CITY-MEGA -30%**  
(All Finland)

**SPECIAL 4 CITY-THREE -25%**  
(Helsinki, Turku, Tampere)

Specials 1-4 are valid in issues 1-4 (Winter special) and 11-16 (Summer special). Concerning ad sizes 2/1 page, 1/1 page, 1 / 2 page. Plus an additional media agency discount.

**SPECIAL 5 CITY-HELSINKI: 2 ADS -40%**

Valid in issues 1-4, 13-16, 23-24.

All ad sizes. Plus an additional media agency discount.

Season specials can't be used combined with other offers or discounts. VAT 22% is not included. VAT will be charged according to the tax law. The prices are valid for the present and Citypress Oy reserves the right to check prices.

### CONTENT

**THE HOT LIST** What's the town really talking about? Nation's witties and the most insightful barometer.

**ARENA** Where umbrella meets the underground. One step ahead, of course. In every issue: 'Hugleikurs Dagsson's comic strip, 'Civics', 'Interpellation' and a various, arousing and entertaining column.

**ARTICLES** Nation's best young writers in action. Topics like culture, work, studies, sports, life style and politics.

**TALK SHOW** Turn off your television. City's interviews take you where no one have been before.

**GO-GO** What's really going on? Check the concerts, gigs, clubs, galleries, theatres and festivals from the City.

**RESTAURANTS** Nation's official restaurant news from slow food to bar hopping. Tuomas Vimma goes in to the new restaurant every week.

**SOCIETY** They Party hard, we'll Spy Hard. The Society buzz in revealing pictures and more. Everything shamelessly. Also available in Anti-Tv.

**THE INNER CIRCLE** The most sensational question-answer column of Finland. Walter de Camp at your service 24/7.

**MOVIES** Get the best from the rest. Accurate and merciless reviews.

**HITS** City-tested innovations and the most foolish appearances of fashion.

24 KRT/V



**TRAVEL** Forget agency brochures! City will guide you from Hawaji to Reykjavik.

**HOME** Let the hi-tech armament begin! The must novelties of young adult's home.

**KITCHEN** Pasta a la Jukkapoika? Sara La Fountain's recipes for muffins? City will investigate refrigerators.

**CAREERS** Tips and fresh aspects for studying, and more efficient working **PSYKO** Phenomenas inside. A real live psychology.

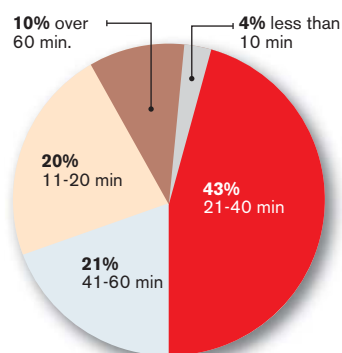
**RELATIONSHIPS** Heartaches and tears of joy. Column for readers to tell their own intimate stories.

**BOOKS** Literature recommended by readers, writers and City.

**POP** Consumers choice of music. Subject prohibited for old dusty critics.

### KEY FIGURES

#### TIME SPENT FOR READING



SOURCE: CITY MAGAZINE READER SURVEY (TALOUSTUTKIMUS OY, NOVEMBER 2008)

#### • 97 % OF OUR READERS READS THE MAGAZINE ALMOST THOROUGHLY

- City is distributed in almost 50 cities.
- City has 9 different editions (Helsinki\*Turku\*Tampere\*Oulu/Rovaniemi/Kemi/Tornio\*Kuopio/Joensuu/Kouvola/Lappeenranta\*Lahti\*Jyväskylä\*Pori\*Vaasa/Seinäjoki)
- City's pick up circulation is 222 000 copies.
- City is available in more than 500 locations in cities mentioned above.

### CITY STYLEGUIDE



2 KRT/V  
Huhti 1.  
Marras 1.

#### THE HOT LIST

Fashion isn't serious.

#### ARENA

Currently in Life Style.

#### FASHION ICONS

Fashion trendsetters.

#### DR STYLE

Walter de Camp in the midst of trends.

#### STUFF HEAVEN

Celebrities reveal their favourite things.

#### MUST HAVE

A sneak peek into the next season's new arrivals.

### CITY STORIES = CHERISHED SPECIAL SKILLS

City's content is always designed to please our readers. The amazing work of our photographers can be seen in several cd-covers, and one of our photographer's face shots have been in a Dolce & Gabbana ad. Restaurants and movies are rated by a writer. Our team includes a theologian, entrepreneur and movie director. High profile writing and versatile values is our trade mark.

ISSUE	HKI	TKU/ TRE	OULU/ KUOPIO/ LPR/ KOU	LHI//JKL/ PORI/ VAASA	CITY STYLEGUIDE	HKI DEADLINE 12 pm	EDITIONAL FOCUS (HKI,TKU,TRE)	EDITIONAL FOCUS (OTHERS CITIES)
1 JAN 1	7.1.	7.1.	11.1.	13.1.	-	29.12.	Travel & Health	Travel & Health, Oulu: Study
2 JAN 2	21.1.	21.1.	-	-	-	14.1.	Money & Finance	
3 FEB 1	4.2.	4.2.	8.2.	10.2.	-	28.1.	Best restaurant, Dating	Best restaurants, Dating
4 FEB 2	18.2.	18.2.	-	-	-	11.2.	Study	
<b>T</b> 5 MARCH 1	4.3.	4.3.	8.3.	10.3.	-	25.2.	H.O.T. Fashion	H.O.T. Fashion
6 MARCH 2	18.3.	18.3.	-	-	-	11.3.	Eat! The Young Kitchen	
7 APRIL 1	1.4.	1.4.	5.4.	7.4.	1.4. (1*)	25.3.	Elections/ Interior Design (StyleGuide)	Elections/Interior Design
8 APRIL 2	15.4.	15.4.	-	-	-	8.4.	Cars & Bikes	
<b>T</b> 9 MAY 1	29.4.	29.4.	3.5.	5.5.	-	21.4.	City 25- anniversary issue	City 25- anniversary issue
10 MAY 2	13.5.	13.5.	-	-	-	6.5.	Summer restaurants	
11 JUNE 1	29.5.	29.5.	31.5.	1.6.	-	20.5.	Go-Go event guide	Summer restaurants
12 JUNE 2	10.6.	10.6.	-	-	-	3.6.	Sex, Bar Festival (HKI)	
13 JULY 1	21.6.	21.6.	22.6.	23.6.	-	14.6.	Summer snacks & drinks	Summer snacks & drinks
14 JULY 2	13.7.	13.7.	13.7.	13.7.	-	1.7.	Guide to Finland	Guide to Finland
15 AUGUST 1	5.8.	5.8.	9.8.	11.8.	-	29.7.	Work	Work
16 AUGUST 2	19.8.	19.8.	-	-	-	12.8.	Fitness, City-Football (Hki)	
17 SEPT 1	2.9.	2.9.	6.9.	8.9.	-	26.8.	Fashion /Study	Fashion/Study, Oulu: Fitness
18 SEPT 2	16.9.	16.9.	-	-	-	9.9.	Eat!	
<b>T</b> 19 OCT 1	30.9.	30.9.	4.10.	6.10.	-	23.9.	The Best Of The City	The Best Of The City
20 OCT 2	14.10.	14.10.	-	-	-	7.10.	Travel	
21 NOV 1	28.10.	28.10.	1.11.	3.11.	28.10. (1*)	21.10.	Ski, (StyleGuide)	Ski, (StyleGuide)
22 NOV 2	11.11.	11.11.	-	-	-	4.11.	Shopping	
23 DEC 1	25.11.	25.11.	29.11.	1.12.	-	18.11.	Games & Data & Phones	Games & Data & Phones
24 DEC 2	9.12.	9.12.	-	-	-	2.12.	Party extra	

**T** = Target research number

1\*) StyleGuide deadline: 11.3.,7.10.

## INSERTS, SURVEYS AND PROMOTIONS 2011

### INSERT AND SURVEYS:

**StyleGuide:** April 1, Nov 1

**City 25-year anniversary issue:**

May 1

**Sex survey:** April 2, June 2

**Job survey:** June 1, Aug 1

**Shopping survey:** Sept 2, Nov 2

### PROMOTIONS:

**Deitti.net party:** Feb 1

**Eat!:** March 2, Sept 2

**Bar Festival:** June 2

**Fitness, City Football (Hki):** August

2, Sept 1

**The Best of the City:** Oct 1

More information about promotions, inquiries and pricing from City Marketing: media sales or your own contact person.

## CONTACTS

### City Marketing:

Sales Manager

Key Account Manager (digital expert)

Key Account Manager

Key Account Manager (Hki, restaurants)

Area Manager (Hki and distribution)

Area Manager (Turku)

Area Manager (Tampere)

Area Manager (Oulu)

Tuomas Suihkonen

Jouni Laukkanen

Tuomas Pohjola

Anniina Baumann

Lauri Hannola

Leena Ojala

Satu Rahko

Anne Mäkelä

tel. +358-9-5615 6318, +358-50-567 6707

tel. +358-9-5615 6331, +358-50-575 0955

tel. +358-9-5615 6322, +358-40-560 1234

tel. +358-9-5615 6314, +358-50-369 1652

tel. +358-9-5615 6308, +358-50-544 7225

tel. +358-44-515 6018, +358-40-709 0727

tel. +358-3-222 4412, +358-44-366 5012

tel. +358-8-377 717, +358-400-35 7246

City-magazine tel. +358-9-5615 6300, Fax +358-9-5615 6302

Hankasuontie 3, 00390 Helsinki, www.city.fi

**Ad traffic:** Maria Peltomaa tel. +358-9-5615 6311, +358-40-839 8807

**Managing Director:** Pete Suhonen tel. +358-9-5615 3610, +358-40-522 7266

## SCHEDULES

City is released twice a month in Helsinki, Turku and Tampere, elsewhere once a month. With MegaPlus package your campaign will be noticed throughout the month in every distribution city.

**DEADLINE:** Material (ready to print) one week before the publication date at 12 o'clock. Working material 10 days before the publication date.



**E-mail:** firstname.lastname@citypress.fi

**Publisher:** Citypress Oy, Helsinki, Trade register no 472.290, VAT no FI8002238

## TECHNICAL SPECIFICATIONS

**Full page size:** 280 x 400 mm  
**Printing area:** 260 x 375 mm  
**Printing process:** Offset rotation  
**Grid:** 40 / cm  
**Resolution:** 200 dpi  
**Paper:** 55 g / m<sup>2</sup>  
**Printed by:** I-Print Oy, Seinäjoki

## AD MATERIAL

**FTP:** ftp://ftp.city.fi  
 (id:city password: lehti)  
**E-mail:** ads@citypress.fi or  
 ilmoitukset@citypress.fi

Send also a draft of the 4-colour ad by mail (City/ Ads, Hankasuontie 3, 00390 Helsinki), draft of the b&w-ad can be sent by mail or by fax (09)5615 6302. Fonts or pictures must be in-

cluded or embedded in the file. Use CMYK/process colours (no RGB, PMS or spot colour). Notice! 100 % black will be overprinted. For example use 99 % black for large areas. Total colour amount max. 240 %. The smallest text size is 8 pt. **No alignment marks or bleed needed.**

File should be named so that the ad-

vertiser, publication city and time or month is clear (for example store\_hki\_nro12.pdf).

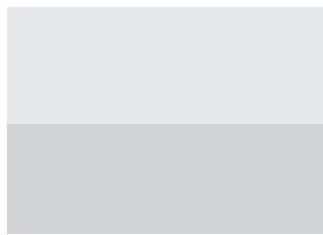
Printing plant's PDF job options and ICC profile: www.city.fi /aineisto.

Rate card in Finnish: www.city.fi /mediakortti.

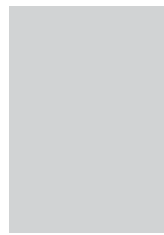
## AD SIZES CITY-MAGAZINE



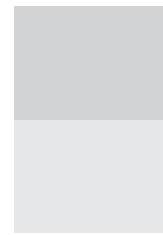
**2/1 (Spread)**  
535 x 375



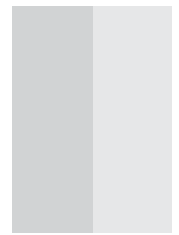
**Panorama**  
535 x 185



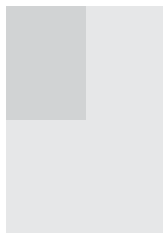
**1/1 (Full page)**  
260 x 375



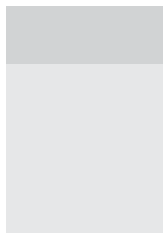
**1/2 horizontal**  
260 x 185



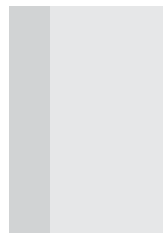
**1/2 vertical**  
128 x 375



**1/4 normal**  
128 x 185



**1/4 horizontal**  
260 x 90



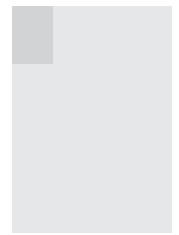
**1/4 vertical**  
62 x 375



**1/8 horizontal**  
128 x 90



**1/8 vertical**  
62 x 185

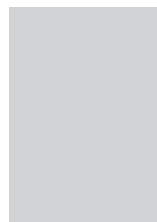


**1/16**  
62 x 90

## AD SIZES CITY STYLE GUIDE



**2/1 (Spread)**  
420 x 297  
+ bleed 3 mm



**1/1 (Full page)**  
210 x 297  
+ bleed 3 mm



**1/2 horizontal**  
185 x 131



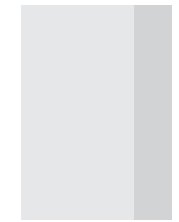
**1/2 vertical**  
90 x 297



**1/4 normal**  
90 x 131



**1/4 horizontal**  
185 x 63



**1/4 vertical**  
42,5 x 297

TECHNICAL SPECIFICATIONS: Magazine size: 210 x 297 mm + 3 mm bleed Printing process: Heat set rotation Grid: 60 lines/ cm Resolution: 300 dpi Paper: 60 g/m<sup>2</sup> Gal Brite

## BOOKINGS: CITY-MAGAZINE AND CITY.FI

**Bookings:** Verbally or in writing by the deadline to marketing or ad traffic. City-Magazine sends a written confirmation for every booking. The contract should be sent back signed within 7 days from the booking. Media and advertising agencies should send their own written confirmation. Booking without written confirmation is not valid.

**Cancellations:** In writing at least a week before the deadline. If placement is guaranteed (MAGAZINE) the can-

cellation must take place three weeks before the deadline. If the cancellation is late City-Magazine charges 50 % of the net price. If the cancellation takes place after the deadline, City charges 100% of the net price.

**Co-operation contracts:** If a customer purchases less than stated in the cooperation contract, Citypress Oy holds the right to charge the customer for the discount granted on false grounds.

**Liability:** In case an ad is not published, or an error occurs in publishing, City-magazine is responsible only for returning the amount paid for the ad. Claims concerning delayed material will not be handled.

**Claims:** Claims concerning the ad's printing must be presented in writing within 14 days after the publication of the ad. Claims concerning the City.fi-campaigns must be presented in writing 7 days after the termination of

the campaign.

**Terms of payment:** 14 days net, interest on arrears according to Finnish law.

**Storing of ad material:** After the ad has been published City marketing is not responsible for the advertising material, unless the ad is to be published again as it is, or if there is a special agreement on storing the material.

# CITY.FI

# MEDIAPRICES 2011

CITY.FI is the biggest community site targeted at young adults. Website major content focuspoints are City Magazine, BlogCity, picture service, Restaurant Guide, the new event service Go-Go and Deitti.net.

## CITY.FI VISITORS PROFILE

**SEX**  
 Male **52%**  
 Female **48%**

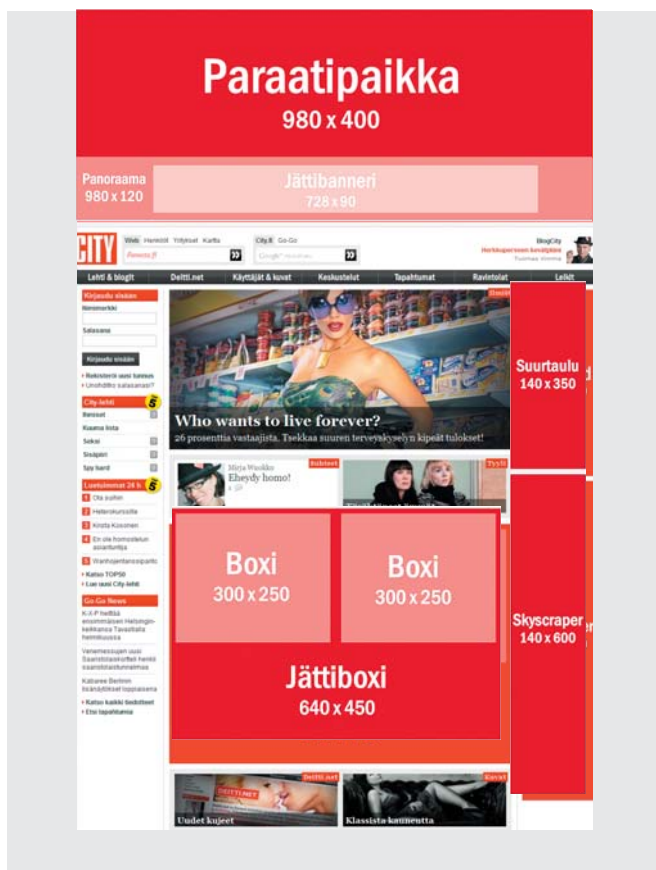
**AGE**  
 Under 25 **22%**  
 25-34 y.o. **41%**  
 35-44 y.o. **24%**

**EDUCATION**  
 Undergraduate, higher, polytechnic **48%**

**REGION**  
 Metropolitan Helsinki **42%**  
 Other **58%**

**PURCHASE INTENTIONS**  
 During the next month  
 Clothes and outfits.....**70%**  
 Restaurants.....**69%**  
 Cinema.....**51%**  
 Books and magazines.....**50%**

SOURCE:  
 SPOT, JANUARY 2010, INTERQUEST OY.



## CITY.FI USERS VS. POPULATION

### PURCHASES VIA INTERNET IN THE LAST 12 MONTHS (INDEX)

CONSUMER ELECTRONICS	CITY	POP
CITY	339	100
POP		
COMPUTERS	CITY	POP
CITY	338	100
POP		
MAGAZINES	CITY	POP
CITY	304	100
POP		
MOVIE TICKETS	CITY	POP
CITY	326	100
POP		
INSURANCES	CITY	POP
CITY	343	100
POP		
MOBILE PHONES	CITY	POP
CITY	276	100
POP		
SPORTS EQUIPMENT	CITY	POP
CITY	256	100
POP		

CITY.FI users are exceptionally active in using internet for purchases.

More information and user statistics:  
[www.city.fi/mediatiedot/cityfi](http://www.city.fi/mediatiedot/cityfi)

SOURCE:  
 KMT KULUTTAJA 2009, TNS GALLUP OY.

PARTITION	CITY ROS	CITY CONTENT <sup>(1)</sup>	CITY COMMUNITY <sup>(2)</sup>	DEITTI.NET
MINIMUM IMPRESSIONS	600 000	200 000	600 000	200 000
GIANT PANORAMA <sup>(*)</sup>	CPM 35 e	CPM 48 e	CPM 30 e	CPM 40 e
PANORAMA				
GIANTBOX	CPM 8 e	CPM 16 e	CPM 6,5 e	CPM 10 e
LEADERBOARD				
BOXI	CPM 7,5 e	CPM 14 e	CPM 6 e	CPM 9 e
SKYSCRAPER				
BILLBOARD	CPM 5 e	CPM 10 e	CPM 4 e	CPM 6 e

(1) Front page + journal content (City Magazine, BlogCity, Go-Go) (Conversation, profiles, pictures) (\* Min. 100 000 impressions  
 If impressions will not reach 95 % during original campaign period, the campaign will be continued immediately.  
 If the campaign has reach 95 % of impressions during the original campaign period it is complete.

## CITY.FI LARGE SURFACES, BIGCITY AND LETTERS

### ENTRY PAGE / INTERSTITIAL / DHTML

\*ROS. Min. 100 000 displays (f1)  
 CPM 50 e

### CITY-DOMINANCE

\*Panorama + Skyscraper + Wallpaper.  
 ROS. Min. 100 000 displays (f1)  
 CPM 45 e

### CITY-PUNCH

For web campaigns of over 4 000 (net, basic surfaces)  
**Entry page or City-dominance -30%**

### HTML LETTER (TARGETED)

Basic price 500e + 0,3 e / address.  
 \*Min. 5000 contacts.

### BIG CITY = CITY.FI + CITY MAGAZINE

Leaderboard in City.fi (min. 400 000 displays)  
 Plus 1/1 page Mega-campaign in City magazine.  
 Additional package discount -25% from both products.

### SMS LETTER (TARGETED)

Basic price 500e + 0,4e / address.  
 \*Min. 5000 contacts.

## SEASONAL DISCOUNTS

**67% more displays!**  
**Weeks 26-41 and 52-1.**

## DEADLINE

Two days before the beginning of the campaign.

**SERVICE** with an exceptional visitor relationship, a Teen Finland's livingroom where they visit daily for long hours. Especially teenage girls are reached through ii2.

ii2 offers the advertisers an efficient channel for communicating with the youth.

**ii2.org visitor profile**

**SEX**

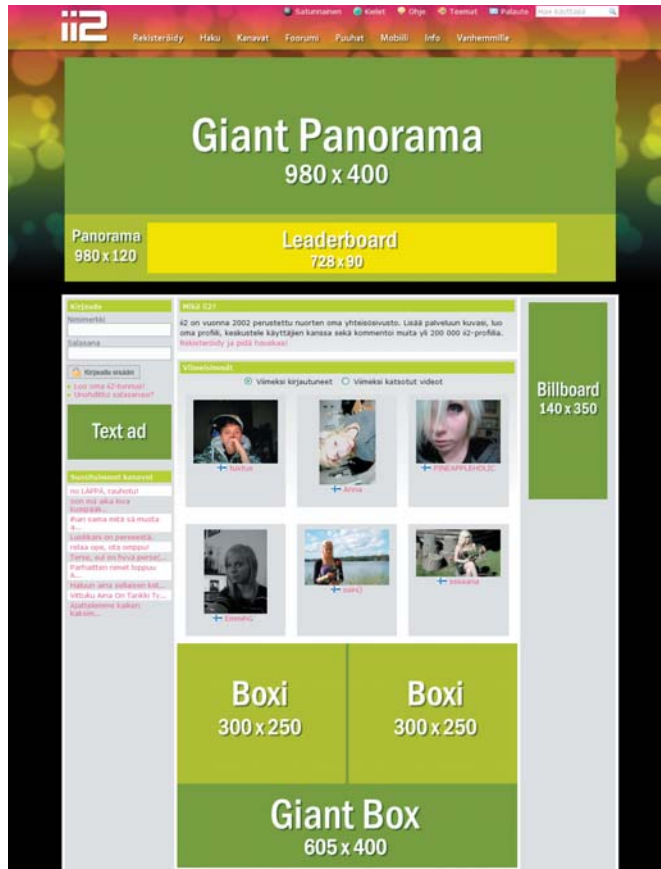


**AGE**



SOURCE: SPOT, JANUARY 2010, INTERQUEST OY.

**STATISTICS:** WWW.CITY.FI/MEDIATIEDOT



**ii2 VISITOR'S PURCHASE INTENTIONS**

**DURING THE NEXT MONTH**

Clothes and outfits	80%
Fast food	51%
Cinema	48%
Books and magazines	48%

**DURING THE NEXT 6 MONTHS**

Mobile phone	35%
Consumer electronics	29%
Travelling abroad	28%
Computer	24%



PARTITION / FORMAT	ROS	ETUSIVU
MINIMUM IMPRESSIONS	500 000	200 000
GIANT PANORAMA	CPM 22 e	CPM 30 e
PANORAMA	CPM 7 e	CPM 10 e
JÄTTIBANNERI		
GIANTBOX	-	CPM 11 e
BOX	-	CPM 9 e
SKYSCRAPER	-	CPM 9 e
BILLBOARD	-	CPM 6 e



**SPECIAL SOLUTIONS**

<p><b>TEXT AD</b> 3 300 e/week (Text length max. 250 marks)</p>	<p><b>COMMUNITY</b> 8 950 e/month (Advertiser's own community)</p>	<p><b>DOMINANCE</b> 7 400 e/day (Entry page + Giant box on start page + Wallpaper)</p>	<p><b>SURVEY</b> 3 250 e/week (Advertiser's own survey)</p>
<p><b>ii2-VIDEO</b> 2 300 e/week (Advertiser's own videomaterial on all videopages)</p>	<p><b>ii2-WALLPAPER</b> 5 900 e/3 month</p>	<p><b>ii2-MASTER</b> 6 000 e/month (Chat area sponsor)</p>	<p><b>ENTRY PAGE</b> 2900 e/day</p>

**MATERIAL**  
aineisto@citypress.fi

**DEADLINE**  
Two days before the beginning of the campaign.

**MEDIASALES**  
09 - 5615 6300  
myynti@citypress.fi

**MORE INFO**  
www.city.fi/mediatiedot