



PRESS RELEASE

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VERY FAST INCREASE OF FINANSTIDNINGEN'S REACH AMONG DECISION-MAKERS

The business newspaper *Finanstidningen's* anniversary campaign produced very notable results. *Finanstidningen* now has 66% of competitor financial daily *Dagens Industri's* reach among decision-makers in companies with more than 50 employees.

"We've achieved exactly what we set out to achieve. Now we are a direct threat to *Dagens Industri*," says HC Ejemyr, head of MTG Publishing, the business area within Modern Times Group MTG AB responsible for *Finanstidningen*.

"I'm thrilled that after just three weeks we're reaching two-thirds of what *Dagens Industri* reaches in this target group," says Frederik Rudbäck, head of *Finanstidningen*. "Placing three advertisements in *Finanstidningen* costs the same and gets the same reach as placing one advertisement in *Dagens Industri*, and then most people see the ad in *Finanstidningen* three times.

Finanstidningen's anniversary campaign, was started one month ago. A total of 40,000 leading decision-makers in Swedish trade and industry are given the opportunity to try *Finanstidningen* for a limited period of time. *Finanstidningen's* daily edition of 20,000 is now being supplemented by 40,000, bringing the total daily printed edition to 60,000.

The research in reference to reach among people in company management in companies with 50 employees has been conducted by media research company, Demoskop. *Finanstidningen's* reach in this target group is 35%; *Dagens Industri's* is 53%. This means that *Finanstidningen* reaches 66% of the amount *Dagens Industri* reaches in this target group. This is a radical increase from the figures printed in *Orvesto Näringsliv 1999* (media reach publication for business and industry published by Orvesto, a print media measuring institute), where the corresponding figure was 25% of *Dagens Industri's* reach. The survey were conducted among 600 people taken from Micromedia's (company specializing in sales of mailing and address lists) mailing list fitting the description of the target group as defined by Orvesto. "This campaign has clearly been effective and penetrating," says Anders Lindholm, responsible for the surveys at Demoskop. The statistical safety margin is +/- 3%.

The contact cost for this target group in *Finanstidningen* is SEK 1.71. The corresponding cost in *Dagens Industri* is SEK 3.16

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