

# HELSINKI TIMES

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## This is Helsinki Times

HELSINKITIMES is Finland's first and only English-language newspaper, with a circulation of 15,000 copies. The print version of Helsinki Times is published every Thursday, and the online version is updated several times a day with the very latest in news. The online version of the paper has over 15,000 visitors a week.

Since its launch in 2007, Helsinki Times has attracted a diverse readership. Our readers include professionals and expatriates stationed in Finland, diplomats, people visiting the country on business or on holiday, as well as subscribers abroad who have a special interest in issues relating to Finland around the world. Market research shows that Helsinki Times has readers from over 60 countries.

87 per cent of the readers of Helsinki Times have a university degree, and 63 per cent earn more than 40,000 euros a year. 69 per cent of the readers are aged 20-39 years. A great many of our readers (73 per cent) live in the Greater Helsinki Region, but Helsinki Times has subscribers all around the country and is on sale in more than 140 kiosks. Ten per cent of our readership live abroad.

Helsinki Times has become an essential and irreplaceable instrument for the integration of expats in Finland. International companies, including Nokia and the European Chemical Agency (ECHA), increasingly order bulk subscriptions for foreign-language employees and their families.

[www.helsinkitimes.fi](http://www.helsinkitimes.fi)

## Language lift-off

Learnwell provides services for foreigners new to Finland, and for Finns seeking to improve their communication skills.

FINLAND is looking outwards. Its economy is heavily driven by exports and its largest companies have massive overseas operations. With an ageing domestic workforce, both public officials and company leaders are increasingly calling for more foreign-born workers. With such a global view, more and more Finnish companies rely on firms providing professional language services.

"We offer language training, translations and material creation, which is material created specifically for a client's unique needs," says **Veronica Gilhooly**, managing director of Learnwell. "With language training we help Finns achieve self-confidence in communication. With foreigners, we help expats and their families with the Finnish language and with everything that they need when first moving to the country."

Helsinki-based Learnwell is capitalising on the increased globalisation of Finnish business. To set itself apart, the company aims to teach in a dynamic and fun atmosphere. Learnwell also strives for flexibility, adapting to the needs of individual companies and students.

Besides language and communication training, many companies turn to Learnwell for translations, proofreading and editing services. They primarily focus on translations into or from the Nordic languages,

but also offer services in dozens of more languages. "It is very easy to get a price estimate," Gilhooly continues. "Someone can use our online price calculator without even calling us. There are no surprise costs."

Learnwell also offers tailor-made services, such as company-specific vocabularies or specialised courses for industries. In addition, the firm offers free language assessment tests for the staff of a company, producing final reports highlighting the language skills of each participant and their individual strengths and weaknesses.

Read more on page 8.



### Book a free trial lesson

When you book a free 90 minute trial lesson during February 2010 (English, Swedish, Finnish, French), you will go into the draw for a gift voucher worth 200 euros which you can use to take a friend to dinner at Chez Dominique.

Choose a private or group lesson as well as the topic that interests you, and one of our teachers will come to see you, free of charge. Book your free trial lesson: [office@learnwell.fi](mailto:office@learnwell.fi)

The draw will take place on 17 February, 2010. Find out more about restaurant Chez Dominique: [www.chezdominique.fi](http://www.chezdominique.fi)



Learnwell's managing director Veronica Gilhooly.

Take part in the Valentine's Day competition and win a romantic weekend for two in

# PARIS

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