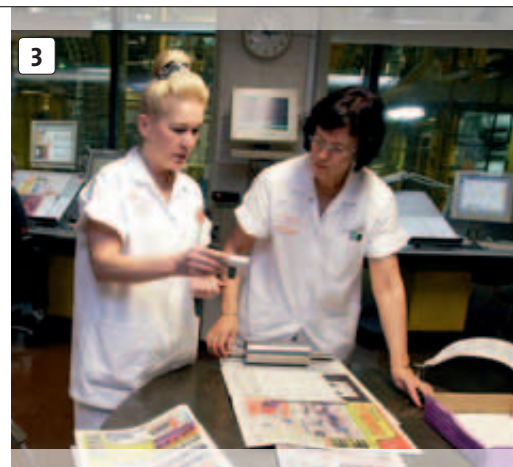
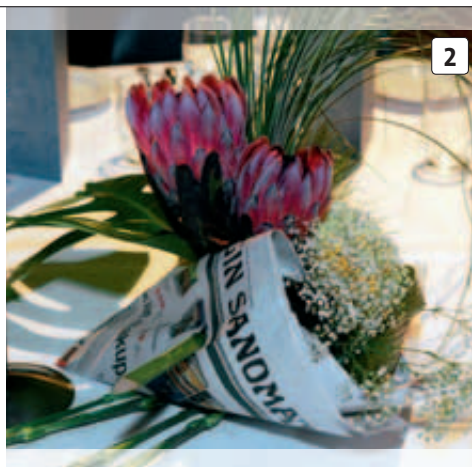


Environment



Environmental strategies

Operations in the media business do not involve any major environmental impact. Each of SanomaWSOY's divisions is independently responsible for its environmental strategies, as the environmental impact and follow-up targets of SanomaWSOY's businesses vary greatly. A group-wide environmental team began operations in 2003 to promote the sharing of best environmental practices.

Logistics

SanomaWSOY's main providers and users of logistics services are Sanoma, Sanoma Magazines, and Rautakirja. Sanoma's largest provider of logistics services is Finland Post. Aldipress is the largest distributor of newsstand copies of magazines in the Netherlands, and also handles logistics of Sanoma Uitgevers' products. In the other countries where Sanoma Magazines operates, deliveries of newsstand copies of magazines are handled jointly with other publishers. Rautakirja's Lehtipiste handles joint deliveries of newsstand copies of magazines and tabloids in Finland.

Sanoma's printing plants are situated at five different locations in Finland (Vantaa, Forssa, Varkaus, Kouvola, and

Lappeenranta). Ilta-Sanomat is partly printed in Oulu.

Deliveries of WSOY books to dealers and bookstores are handled jointly with other book publishers.

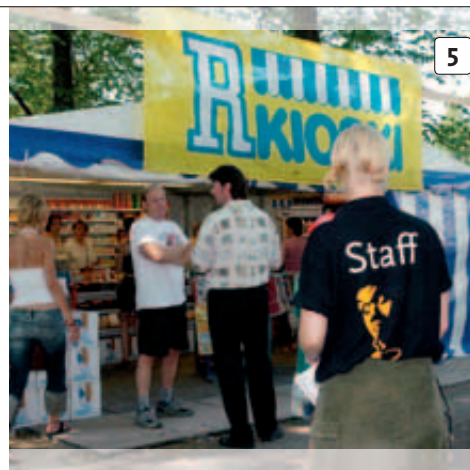
Recycling

Printing plates used in printing plants and waste paper are sorted and recycled for re-use as an industrial raw material. Printing inks are sent to waste disposal plants. Waste paper produced in printing processes is recycled, and constant efforts are made to reduce such wastage.

Rautakirja's Lehtipiste collects and recycles unsold copies of newspapers and magazines.

In Finland, Rautakirja, Sanoma, and WSOY are members of the Environmental Register of Packaging, PYR Oy. PYR assists member firms and public authorities in meeting the requirements of the EU Directive on Packaging and Packaging Waste, and corresponding Finnish legislation, as economically and effectively as possible. In the Netherlands, a joint agreement between industry and the state aims to reduce the usage of packaging materials and encourage the recycling of paper and other materials.

1. Quality standards help guarantee environmentally benign operations. WS Bookwell's production facilities.
2. Newsprint is mostly made from spruce thinnings.
3. Sanoma develops paper and printing quality in partnership with Stora Enso. Merja Laamanen and Arja Tiainen from Stora Enso carrying out quality checks at Sanoma's Varkaus printing plant.
4. Recycled pulp is used in Sanoma's newsprint.
5. Freon-free refrigerating equipment used in R-kiosks is pro-environmental. R-kiosk was to the fore at Pori Jazz in 2003.
6. Unsold copies of newspapers and magazines are collected from outlets and recycled at locations such as Aldipress distribution centre in Duiven in the Netherlands.



SanomaWSOY's paper usage *)

Paper usage, Tonnes	2003	2002	2001
Newsprint	99 500	97 000	109 000
Magazine paper	104 000	94 000	100 000
Fine and book paper and board	17 000	17 500	17 000
Bookbinding board	1 000	1 000	1 000
Total	221 500	208 500	227 000

*) Includes both the paper used in the Group's own printing plants and the paper acquired for products printed elsewhere.

SanomaWSOY's consumption of electrical energy in Finland *)

Consumption of electrical energy, MWh	2003	2002	2001
	131 054	132 335	121 132

*) Consumption sites changed to some extent in 2001 and 2002.