The Finnish Reading Center's **Key Figures 2023**

INTERNATIONAL ACTIVITIES

International guests from continents



i.a. University of Wisconsin, Korean **Publishers Association**



5 representation events abroad









At the invitation of EU Commissioner Mariya Gabriel at the opening of the Day of European Authors

Author Visits to 10 countries abroad

i.a. Emmi Itäranta at University of Florence and Antti Tuomainen at Indiana University

in collaboration with i.a.

FINNISH LITERATU

3 expert appearances in foreign media

i.a. Bulgarian TV News, South-Korean national broadcaster's TV document

Author Visit's for



projects to support children's and youth's reading

AUTHOR VISITS

82 800 readers met with an author

1 656 author visits and workshops

A total of **440 599,17** € was paid to the authors

Customer satisfaction rate 4,9/5

A Book Gift Programme Was Included In the Finnish Government **Programme!**

Almost 250 000 babies have received a book gift at the maternity and child health clinic.



36%

Author Visit's for youth and children

THE FINNISH READING **CENTER IN THE MEDIA**

123 news articles

with a mention of The Finnish Reading Center

The amount of mentions grew 62%



The Finnish Reading Center was mentioned in the social media for

more than 2000 times







HELSINGIN SANOMAT

Kulttuuriykkönen







Reading Week reached 3,5 million people on social media

ADMINISTRATION

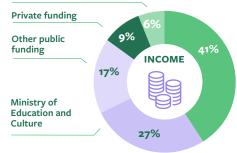


8 EMPLOYEES

4 full-time

4 part-time

Service fees and own funding



Payment for author's for the author visits

The Finnish Reading Center's basic funding from the Ministry of Education and Culture is 380 000 €, including the funding of the literary magazines.

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