



Front cover of the Vaisala News magazine issue 1, published in March 1959.

The Vaisala News editorial team has cause for celebration in 2009 as the magazine is celebrating its 50th anniversary.

Marikka Nevamäki / Editor in chief / Vaisala / Helsinki, Finland

Vaisala News magazine celebrates its 50th anniversary

The first ever issue of Vaisala News was published in March 1959, and has since then become a coveted collector's item.

The first issue consisted of 12 pages, compared with the 32 pages today. It was a small black-and-white leaflet, and the recently established Vaisala headquarters in Vantaa, Finland, was featured on the front cover. The company headquarters are still at the same location today, but the premises have been extended many times since then — as has the company's global presence as there are now some 25 offices around the world. Back then Vaisala employed about 50 people. Today Vaisala employs approximately 1,200 people worldwide.

According to the company's founder and then Managing Director Professor Vilho Väisälä, the need for a regular customer publication became obvious to ensure that information could be shared on "the developments in the methods of instrumentation of the System". He was referring to the Vaisala Sounding System for upper air measurements, which was the company's first commercial product.

For quite some time, the magazine only featured radio-

sounding data records and complex equations for calculating meteorological data — often written by Professor Väisälä himself. He continued to write articles until his death in 1969. The journal was originally distributed to aerological stations and others interested in aerology. From the 70s and 80s onwards, Vaisala's repertoire grew significantly, as the company evolved into a global leader in environmental and industrial measurement. This change was also reflected in the contents of the Vaisala News magazine.

In the 1980s Vaisala News was a quarterly journal. The print size was about 2,000 copies, which were distributed to over 120 countries. Today, the magazine is published three times a year. The circulation continues to be extremely international, and the print size has grown to some 5,000–6,000 copies.

The first issue in 2009 — the one you're currently holding in your hands — has been given a facelift, as has the updated Vaisala brand. We hope you enjoy the new look and feel, and that you stay with us for many years to come! Many thanks to all our loyal readers for your interest in Vaisala, and the Vaisala News magazine.