

# NORDICUM

scandinavian business magazine

Media info 2012

## 'No one knows the North like NORDICUM'

### What is NORDICUM ?

**NORDICUM** Scandinavian Business Magazine is periodical magazine on business, economics and politics in Northern Europe. **NORDICUM** has been published since 1993 providing its readers with analyses of the driving forces behind the Baltic Sea market area. Each edition of **NORDICUM** includes an in-depth look at a particular industry or area.

### Who Reads NORDICUM ?

**NORDICUM**'s readers are business professionals with contacts and interests throughout the region. 57% of our readers are doing business in Scandinavia and another 17% are planning to do so in the future. The annual income of our readers is over USD 100 000 (18%), USD 50 000 – 99 000 (34%) and USD 30 000 – 49 000 (about 20%).

### Where is NORDICUM read?

The printing of **NORDICUM** is between 10,000 and 30,000 copies. Our e-distribution is 10,000 - 30,000 copies. Circulation is based on subscriptions, newsstand sales and targeted distribution. **NORDICUM** is also offered by leading airlines and airports to their customers and is available by subscription at competitive rates. **NORDICUM** special editions are also distributed to leading decision-makers and institutions.

ADVERTISING PRICES:	
vat (23%) not included	
Size mm	4 color
<b>2/1</b> 420x277 + 3mm bleed	<b>EUR 6,700</b>
Additional page/s	<b>EUR 2,800</b>
<b>1/1</b> 210 x 277 + 3mm bleed 177 x 255 (frame size)	<b>EUR 4,700</b>
<b>1/2</b> Tall: 100 x 277 + 3mm bleed Tall: 86 x 255 (frame size) Wide: 210 x 136 + 3mm bleed Wide: 177 x 125 (frame size)	<b>EUR 3,400</b>
<b>1/4</b> Tall: 100 x 136 + 3mm bleed Tall: 86 x 125 (frame size)	<b>EUR 2,300</b>
<b>Front spread</b> 420 x 277 + 3mm bleed	<b>EUR 11,800</b>
<b>Front insert</b> 210 x 277 + 3mm bleed	<b>EUR 6,700</b>
<b>Back insert</b> 210 x 277 + 3mm bleed	<b>EUR 5,900</b>
<b>Back cover</b> 210 x 277 + 3mm bleed	<b>EUR 7,800</b>
<b>Company business card</b> with 4-color logo	<b>EUR 800</b>

### SPECIAL THEMES

separate media cards for each theme available by request

Real Estate Issue

Transportation & Logistics Issue

Russian Trade Issue

### TECHNICAL DATA:

Size: 210x277 mm  
Printed magazine:  
10 - 30 000 copies  
e-magazine:  
10 - 30 000 copies

### Conditions for Advertising:

Advertising material must confirm to the dimensions and specifications stated above. Cancellations will not be accepted later than two months before the publication date. The publisher does not guarantee inclusion if advertising material arrives after the material deadline. The publisher is not responsible for errors or omissions in advertisements caused by incomplete or faulty advertising material.

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