How Fredrik Eklund conquered Manhattan’s notoriously tough housing market.
SCANDINAVIAN TRAVELER

Scandinavian Traveler - a new travel and lifestyle magazine, both online and in print!

Scandinavian Traveler is much more than just a magazine.

With 12 issues a year and a daily updated website, you'll find all the inspiration and information the modern reader requires in varied, inspirational, and accessible content on a range of digital platforms. Both in the magazine and online you will meet high-flyers from all walks of life. They share their stories from life as well as from their personal favorite spots around the world, giving the reader new perspectives and new angles on interesting topics and well-known places.

Scandinavian Traveler also tells about the latest trends as we scour the globe for entertaining and inspirational stories from the worlds of fashion, politics, business and sports.

Scandinavian Traveler is also available online at Scandinaviantraveler.com. What's more, here you will find a wealth of extra content – videos, additional destination guides and maps to the stores and restaurants you’ve read about in the magazine. Scandinavian Traveler is your constant travel companion – before, during, and after your journey.

The Scandinavian Traveler Reader

Scandinavian Airlines’ total annual number of passengers was 26 million per December 31, 2013 according to the SAS Group Annual Report. The average Scandinavian Traveler reader is 39 years old and male (68%). Their reason for traveling is either business/work-related (40%) or pleasure/private (60%).

Unique readers in

<table>
<thead>
<tr>
<th>Country</th>
<th>Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweden</td>
<td>406,000</td>
</tr>
<tr>
<td>Denmark</td>
<td>273,000</td>
</tr>
<tr>
<td>Norway</td>
<td>403,000</td>
</tr>
</tbody>
</table>

In addition you also reach approximately 310,000 unique readers outside Scandinavia.

Average household income

<table>
<thead>
<tr>
<th>Country</th>
<th>Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweden</td>
<td>65,500 Euro</td>
</tr>
<tr>
<td>Denmark</td>
<td>33,000 Euro</td>
</tr>
<tr>
<td>Norway</td>
<td>98,400 Euro</td>
</tr>
</tbody>
</table>

Source

You Gov survey 2013

The affluent decision-maker

The readers are between the age of 35 and 54 (63%), and male (73%). The reason for traveling is either business/work related (70%) or pleasure/private (30%). They furthermore live in Denmark (17%), Norway (23%) or Sweden (32%).

Unique readers in Scandinavian magazines

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scandinavian Traveler</td>
<td>487,000</td>
</tr>
<tr>
<td>Dagens industri</td>
<td>281,000</td>
</tr>
<tr>
<td>Veckans Affärer</td>
<td>187,000</td>
</tr>
<tr>
<td>Børsen</td>
<td>166,000</td>
</tr>
<tr>
<td>DN Dagens Næringsliv</td>
<td>170,000</td>
</tr>
<tr>
<td>Morgenavisen Jyllands-Posten</td>
<td>154,000</td>
</tr>
<tr>
<td>Affärsvarlden</td>
<td>171,000</td>
</tr>
<tr>
<td>Kapital</td>
<td>110,000</td>
</tr>
<tr>
<td>Berlingske Tidende</td>
<td>110,000</td>
</tr>
</tbody>
</table>

Reader profile

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>56%</td>
<td>Make three or more business trips by air per year</td>
</tr>
<tr>
<td>76%</td>
<td>Spend 11 nights or more per year in hotels</td>
</tr>
</tbody>
</table>

Target definition

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>70%</td>
<td>Interested in new products</td>
</tr>
<tr>
<td>57%</td>
<td>Two or more cars in household</td>
</tr>
<tr>
<td>36%</td>
<td>More than 800,000 SEK in personal income</td>
</tr>
<tr>
<td>32%</td>
<td>Very interested in fashion</td>
</tr>
</tbody>
</table>

Source

The European Media and Marketing Survey 2014

Publisher

OTW
Box 3265
103 65 Stockholm
Sweden

www.otw.se
info@otw.se

Advertising sales

Denmark · DG Media as
Havneholmen 33
DK-1561 København V
Tel. +45 70 27 11 55
epost@dgmedia.dk
www.dgmedia.dk

Norway · HS Media as
Magnus Vangerudsvæl 1
NO- 2260 Kirkenær
Tel. +47 629 41 030
Epost.mk@hsmedia.no
www.hsmedia.no

Sweden · DG Media Sales ab
Tysta gatan 12
SE-115 20 Stockholm
Tel. +46 72 506 85 20
mail@dgmediasales.se
www.dgmedia.dk
Advertising rates

Unspecified position

- Full page: NOK 110 000
  W: 210 x H: 280 mm
  Bleed + 5 mm
- Half page: NOK 61 900
  W: 210 x H: 140 mm
  Bleed + 5 mm
- Double-page spread:
  NOK 212 800
  W: 420 x H: 280 mm
  Bleed + 5 mm

Specified position

- Full page: NOK 141 800
  W: 210 x H: 280 mm
  Bleed + 5 mm
- Back cover: NOK 190 900
  W: 210 x H: 280 mm
  Bleed + 5 mm
- Facing matter: NOK 123 200
  W: 210 x H: 280 mm
  Bleed + 5 mm
- Double-page spread:
  NOK 260 700
  W: 420 x H: 280 mm
  Bleed + 5 mm

Color
Color is included in all rates above.

Other rates
Other specified position + 10%

Inserts
Please contact us for a specific offer.

Advertorials
As an advertiser in Scandinavian Traveler, you have the exclusive possibility to place an advertisement in the form of editorial content. Advertorials are available as full pages as well as double-page spreads. The number of advertorials is limited in each issue of the magazine. Please contact us for a specific offer.

Examples:
Double-page spread
Full page

Specified position

Deadlines and publications 2017

<table>
<thead>
<tr>
<th>No.</th>
<th>Material</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>December 6</td>
<td>January 1</td>
</tr>
<tr>
<td>2</td>
<td>January 6</td>
<td>February 1</td>
</tr>
<tr>
<td>3</td>
<td>February 7</td>
<td>March 1</td>
</tr>
<tr>
<td>4</td>
<td>March 7</td>
<td>April 1</td>
</tr>
<tr>
<td>5</td>
<td>April 4</td>
<td>May 1</td>
</tr>
<tr>
<td>6</td>
<td>May 9</td>
<td>June 1</td>
</tr>
<tr>
<td>7</td>
<td>June 6</td>
<td>July 1</td>
</tr>
<tr>
<td>8</td>
<td>June 29</td>
<td>August 1</td>
</tr>
<tr>
<td>9</td>
<td>August 8</td>
<td>September 1</td>
</tr>
<tr>
<td>10</td>
<td>September 5</td>
<td>October 1</td>
</tr>
<tr>
<td>11</td>
<td>October 4</td>
<td>November 1</td>
</tr>
<tr>
<td>12</td>
<td>November 7</td>
<td>December 1</td>
</tr>
</tbody>
</table>

Discounts

Frequency discounts
- 2 advertisements 5% discount
- 4 advertisements 7.5% discount
- 6 advertisements 10% discount
- 10 advertisements 15% discount

Agency commission
An agency commission (to recognized agencies) of 15% of the net billing is granted for display advertising (excluding supplements and insert).

Advertising material
Requirements for advertising material: Print ready PDF, images 300 dpi resolution and images saved in CMYK.

Examples:
- Double-page spreads have to be delivered as two separate full page ads with bleed. Please specify left- and right page.

Please note that bleed format is +5 mm. Type format: no text closer than 10 mm from crop marks. All advertisements must be in English.

For further information please contact our sales support +46 72 508 88 20 or material@dgmediasales.se.

Distribution
Regular issue: 80 000

Content 2017

The editorial content follows what’s up in the world as well as the interest of our readers.

When it’s fashion week in Europe, we meet the designers behind the catwalk. When it’s spring in the air, our guides take you there. In winter we know all about skiing and the must-have gadgets...

Through the year we meet interesting people and visit the places that you want to visit, right now or on your next trip.
Examples of content

Scandinavian Traveler meets
Meet interesting people that tell inspiring stories from their lives and journeys around the world. It is amazing how people inspire others!

Guides that give more
In our guides from around the world we always give you something new. We make sure to find just the right person to take us around to new places and tell us new stories of well-known places. Join us!

Things in life
We make sure we’re up-to-date with the new technology and gears of your desire!

Enjoy life!
Eating and drinking is a big part of our social life, and more and more people are taking an active interest in food and drink. We trace “foodsteps” around the world and spice up those trips with bonus information such as recipes and flavors you can try at home.
Scandinaviantraveler.com was launched in late 2014 and was further developed over the year of 2015. Through marketing via additional SAS channels; the synergy with the magazine Scandinavian Traveler; newsletters and other features, the website generates approx. 150,000 page views per month.

A premium travel web site for those who look for unique tips and map guides an destinations from all around the world, for the modern traveler on the go.

The site gets 43% of its visits from desktops, 39% from smartphones and 18% from tablets.

**Advertising rates**

**www.scandinaviantraveler.com**

- **Leaderboard**
  - CPM: NOK 360*
  - B: 1140 x H: 220 px.

- **Billboard**
  - CPM: NOK 266* ~ 265*
  - B: 600 x H: 480 px.

*Min. NOK 4 600 per campaign

**Mobile version**

**Channels and traffic**

- **Scandinavianfood is here to stay**
- **Dress up with Bea**
- **Super winter**

**Deadline**

All ad materials for online advertising are due no later than 5 business days before the run date to ensure timely deployment. Pricing is based on timely receipt of ad material. Failure to supply material by the established deadline may result in the rescheduling or cancelling of the ad.

**Banner ads material**

DG Media/Scandinavian Traveler only accepts jpg image banners with the max size of 75 kb. DG Media does not usually accept banners from 3rd Party adserver that embed ad server coding into the banner locations. DG Media may consider a 3rd Party Adserver on a case-by-case basis.

**Material to DG Media**

Please provide the following information with the delivery of creative: Customer and campaign name; ad creative; URL target address, which opens when the ad is clicked; campaign duration and time; name of media; and specification of section/placement of the ad.

**Material changes**

Advertisers can change or update banner ad material at any time for the fee of NOK 1,000.