

30 years being the number one
magazine in Spain for Scandinavians

solkysten

SINCE 1981

THE MAGAZINE FOR SCANDINAVIANS IN SPAIN



- ... CULTURE
- ... FASHION
- ... GASTRONOMY
- ... GOLF
- ... HISTORY
- ... INTERVIEWS
- ... PETS
- ... POLITICS
- ... SHORT NEWS
- ... HEALTH & BEAUTY
- ... TRAVEL
- ... WHAT'S HOT





Solkysten was founded in November 1981 - and we have just recently celebrated our 30th anniversary. We are the eldest foreign magazine in Spain - an indispensable item for Scandinavians in the Costa del Sol. For 30 years we have successfully helped our clients have an impact on the Scandinavian market.

Solkysten is published the first business day each month in 12,000 copies.

PROFILE

Solkysten is your best way of connecting to readers with great purchasing power. Our geographical coverage is the broadest of all the Danish media. Furthermore, we are the only magazine read by all Scandinavians - although being Danish.

The majority of Solkysten readers are between 35 and 65 years with a purchasing power of medium to high. A survey has shown:

- 80% live off assets
- 65% have two cars in the family
- 55% play golf
- 90% have their own homes
- 75% travel at least four times a year

Solkysten is an entertaining and informative magazine. We write about travel, history, golf, gastronomy, fashion, health. Background articles on politics and society and we keep our readers up to date with tax and residence rules. We also have a section with news about Danish Associations in Spain which makes us essential to many thousands of Danes in the active associations.



Our goal is to make your company know by the Scandianavian community



DISTRIBUTION

The magazine is distributed for free throughout the southern coast of Spain. On this stretch there are more than 250 distribution points from Almuñécar to Sotogrande. Outside of our core area, there is some free distribution points in Madrid, Barcelona and the Costa Blanca (Alicante) area.

The magazine is also sent to paying subscribers. Mostly people living abroad benefit from this opportunity. In addition, the magazine is sent out as a PDF file for download, approx. one week before the release date to over 2,000 subscribers via email - for free.

ADVERTISING

The magazine Solkysten is a sure choice if you are looking to expand your client database. We are willing to provide you with a personalized quote that suits your needs. Please don't hesitate to contact us for a personal meeting.

Advert specifications: Please provide us with 300 dpi cmyk print-ready PDF files. If the add is a full page please include a 3 mm bleed all round. Jpg. and tiff. files are also accepted in 300 dpi. Solkysten can also help produce the add.

Ediciones Solkysten
Av. Clemente Díaz Ruíz, 4
Edif. Tres Coronas A-103
29640 Fuengirola, Málaga

Telephone: +34 952 47 22 48
Fax: +34 952 46 28 22
E-mail: publi@solkysten.eu
Web: www.solkysten.eu



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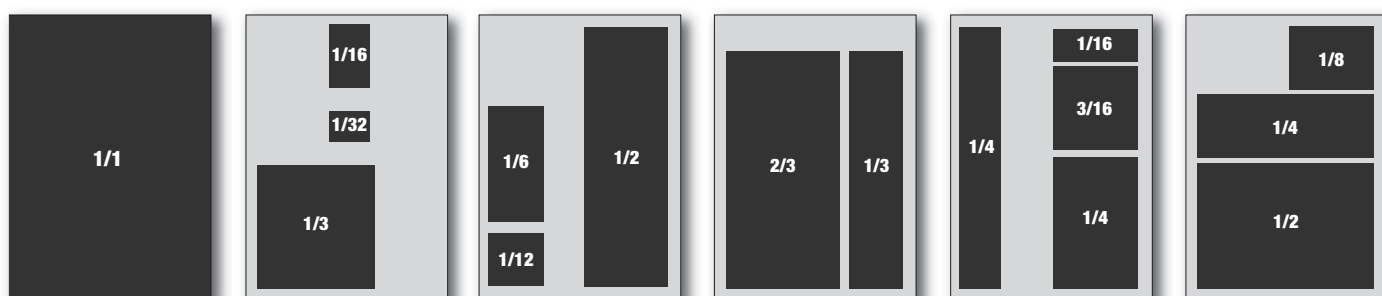
www.solkysten.eu is also a big plus for our readers/users in Denmark. The site is updated with current Spanish news while the old versions of the magazines can be downloaded as PDF files.



ADVERTISING PRICES •

Size in mm (width x height)	PRICE	3 insertions	6 insertions	9 insertions	12 insertions
1/1 215 x 300 (+ 3 mm bleed)	985 €	886 €	788 €	689 €	640 €
2/3 Column: 122 x 255	855 €	769 €	684 €	598 €	555 €
1/2 Column: 90 x 275 Landscape: 185 x 135	578 €	520 €	462 €	404 €	375 €
1/3 Column: 60 x 255 126 x 130	355 €	319 €	284 €	248 €	230 €
1/4 Column: 42 x 275 or 90 x 135 Landscape: 185 x 65	340 €	306 €	272 €	238 €	221 €
3/16 90 x 94	315 €	283 €	252 €	220 €	204 €
1/6 60 x 130	205 €	184 €	164 €	143 €	133 €
1/8 90 x 65	200 €	180 €	160 €	140 €	130 €
1/12 60 x 60	131 €	117 €	104 €	91 €	85 €
1/16 Column: 42 x 65 Landscape: 90 x 30	125 €	112 €	100 €	87 €	81 €
1/32 42 x 30	65 €	58 €	52 €	45 €	42 €
Back cover	1.150 €	1.035 €	920 €	805 €	747 €
Doublepage 430 x 300 (+3 mm bleed)	1.460 €	1.314 €	1.168 €	1.022 €	949 €
Editorial 2 p.	1.800 €	1.620 €	1.440 €	1.260 €	1.170 €
Editorial 1 p.	1.350 €	1.215 €	1.080 €	945 €	877 €

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