
2010 MEDIA KIT

People
Lifestyle – Travel
Fashion – Film – Food
Art – Architecture
Interior Design

Nordic Reach is the magazine for those who love Scandinavia. It offers ideas, information, excitement and joy – readers learn how to appreciate life the Scandinavian way!

NORDIC REACH



The award-winning Nordic Reach:

- ... Is the only Nordic-Scandinavian title with general newsstand distribution in the U.S.
- ... Is offered on international venues and in international lounges as a courtesy to passengers to Scandinavia.
- ... Is now sold on newsstands in all Scandinavian countries on a limited-distribution basis through InterPress, PressStop, Stockmann.
- ... Established a new niche in U.S. lifestyle publishing. (Our reach has been going up 20% per year since 2004.)

1.800.827.9333

A quarterly of Scandinavian culture



Advertising Rates 2010

	Gross	Net
Spread	\$17,971	\$15,275
Full page, 4-color	\$9,400	\$7,990
2nd cover	\$12,900	\$10,965
3rd cover	\$12,900	\$10,965
4th cover	\$15,000	\$12,750
Fold-out, 5-6th covers	\$13,975 PP (Call for spec)	\$12,250
1/2 page	\$4,700	\$3,995
1/3rd page		\$2,660
1/4th page		\$1,995
1/6th page		\$1,350

Mechanical Information

Final format/Magazine size	9" x 10 3/4"
Full page printing area	8" x 10"
Bleed	No extra charge. Bleed recommendations: leave 1/4" safety margin all around.
Other sizes incl Web Directory / Guide	See Rates and Technical Information

Nordic Reach is printed by web fed offset method on dull coated #80 paper for body, sheet fed cover #65 on cover. Perfect binding.

Digital Files

Hi-Res PDF, eps or tiff or jpeg files compressed with standard tools-Zip-It or Stuffit preferred. Electronically submitted to ads@nordicreach.com Or **Upload Center** at www.nordicreach.com

FTP upload:

ftp.nordiclook.com
User: nordic
PW: 2nordic1

Address

Digital files with PDF as color proof preferred. Ship other ad materials to Advertising/Production Dept. to one of the following:

Nordic Reach
268 Fallow Street
West Norwalk CT 06850

Nordic Reach / Flat
391 Broadway, 3rd Fl.
New York, NY 10013

200 line screens recommended with maximum 250 line screens for 4-Color process materials. 4/Color separations should compensate for a press gain of 25% in midtone areas.

NORDIC REACH, the quarterly of Scandinavian culture, is the only magazine focusing on Scandinavian culture and lifestyles with general news stand distribution in North America.

Available

Through subscription, at select stores or news stands, Barnes & Noble, Borders, B Dalton, Tower Books, Ubiquity, Milligan News, Armadillo etc. through Newsstand Services, Ingram Periodicals in the U.S. and Canada. In Scandinavia through InterPress and Press Stop stores, and Stockmann.

The Reader

Nordic Reach readers can be both **trendy and traditional**, with a special interest – in Scandinavia and in Scandinavian culture, both abroad and 'at home,' in North America. To stay informed of the happenings in and of the world's foremost design and contemporary living hotspots abroad, specifically in the Nordic countries – Denmark, Finland, Norway, Sweden and Iceland – is an essential part of life for our readers.

As **seasoned travelers**, our core readers are as much at home in New York, L.A. or Minneapolis as they are in one of the Scandinavian capitals, Copenhagen, Helsinki or Stockholm. Quality **lifestyle products** from Scandinavian brands are rated more important to our readers than buying what's least expensive.

Ask for our regularly scheduled additional mailings for complete circulation data. Databases for the magazine's initial campaigns were collected from sources including alumni organizations and sponsor groups associated with U.S. colleges and universities with a distinct Scandinavian or Nordic history.

Among these groups, well over 65% belong to groups that have graduated after 1978—an attractive age group from any perspective and particularly for durable goods and luxury items.

Scandinavian-Americans are highly assimilated. This makes them even more eager to retain their 'micro-identities.' This potential audience has been overlooked

by most, if not all, American and Scandinavian-based goods and service companies. Reason: The lack of a way to reach them. Nordic Reach is the answer.

Some Important Points:

Lifestyle Purchases: Quality lifestyle products from Scandinavian brands are rated more important to Scandinavian-Americans than buying what's least expensive.

Travel: Readers of Nordic Reach travel more frequently to Europe than most other groups. Initial data suggest that 27% of our readership travels to Scandinavia at least once every year. Nearly two-thirds (65%) have visited Europe at least ten times in their lives.

The Mission

Nordic Reach is the magazine for those who love Scandinavia.

We provide a broad perspective of Scandinavia and Scandinavian culture to an international audience. Nordic Reach informs and entertains a readership that enjoys the Scandinavian lifestyle, design and perspective.

Our Vision

We want to reach the majority of North Americans with an interest in modern-day Scandinavia and become the literary hub for information on Scandinavia and the Scandinavian presence in North America.

Aimed at a global-minded audience living in both North America and Scandinavia, Nordic Reach covers a wide spectrum of topics, from interior decoration, design, architecture and fashion or modern cuisine, to travel, science, music and culture.

Our message is simple:

There's just nothing out there like Nordic Reach

October, 2009:

Readership: 195,000 • Circulation: 86,000 • Subscribed: 81,700

Nordic Reach is the magazine that delivers the best of Nordic culture to some of the brightest readers. Above all, it's one magazine where you need to be seen. You'll find a sample of our advertisers at the bottom of this page.

Publication Dates and Deadlines

2010 SCHEDULE	CLOSE DATE	MATERIALS DUE	PUBLISHED
#31/2010	02/26/10	03/30/10	04/16/10
#32/2010	05/07/10	05/24/10	06/21/10
#33/2010	07/30/10	09/15/10	10/06/10
#34/2010	11/15/10	11/22/10	12/10/10



Nordic Reach is the only magazine that shows readers the might of Scandinavian design, through presentation, scope and feel. Our readers are inspired by the 'Nordic experience' - the dynamic travel features and high-quality products they see in our pages.



