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Sydkusten gathered 248 golfers at the 100th tournament at La Cala Resort (nov. 2008)



Leading Scandinavian Media in Spain

The company Sydkusten Media S.A. is a Sweden managed, Spanish limited company, specialised in news service and arrangements for the Scandinavian colony on the Costa del Sol and the rest of Spain.

The activity includes, among other things:

1. **SK** - A quarterly magazine in weekly magazine format, published at the beginning of September, December, March, and June. Circulation between 8.000 and 10.000 copies.
2. **www.sydkusten.es** - The leading internet site for Scandinavians in Spain since July 1997, updated continuously every day of the year. Features Spanish news in Swedish, event tips, classified ads, daily pictures, videos, a large news archive, blogs, etc.
3. **SK Premium** - Sydkusten's exclusive reader service founded in 2020 when the COVID-19 pandemic broke out. Includes a daily newsletter. As of September 2023, there's also SK Premium+, with personal login on the website and access to thousands of exclusive features, like the SK podcast.
4. **Club SK** - Reader club with more than 8.500 members (as of September 2023) and a newsletter sent every Friday since 2003, at least 40 times a year. Includes the week's most important news, event tips, classified ads, etc.
5. **SK-TV** - Our own channel on YouTube since 2012, featuring hundreds of interesting video segments. www.sydkusten.es/tv
6. **Fråga SK** - A unique and highly appreciated advisory service where readers can consult on all types of topics related to Spain for free.
7. **Other Events** - Sydkusten has organized hundreds of golf tournaments, seminars, excursions, trips, and even its own fairs, such as "Suecia en España." Both on their own initiative and on behalf of clients.
8. **Art Representative** - Due to Sydkusten's good reputation and professional approach, the company has represented the Auction House Bukowskis in southern Spain since 2003. The assignment includes art and antique valuation and transportation to Sweden for auction.
9. **Official Drone License** - Since September 2018, Sydkusten holds both a pilot license and is registered with the Spanish Aviation Safety Agency AESA. This allows us to produce aerial videos and photographs using drones, both for our own account and on commission.



Why advertise towards the Scandinavian community?

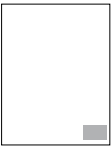
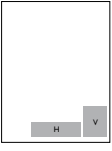
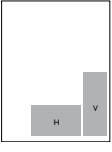
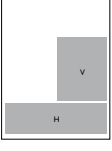
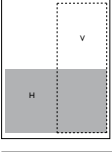
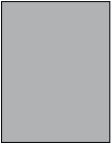

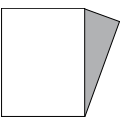
- There are around 100.000 Swedes living in Spain and approximately 80.000 Scandinavian residents only on the Costa del Sol, of which over 45.000 are Swedes.
- The majority of the Scandinavian residents on the Costa del Sol have high or very high purchasing power, significantly higher than the coast's average.
- Unlike temporary tourists, Scandinavian residents spend money more regularly and throughout more significant portions of the year, on both housing, transportation, healthcare, services, and capital investment.
- Scandinavians residents are among the most outgoing and willing to integrate of all foreigners on the Costa del Sol.
- In the spring of 2005, Sydkusten conducted a significant study on the Scandinavian community, and the results can be read at the following link: www.sydkusten.es/gallup

Why advertise through Sydkusten?

- Sydkusten is the oldest Swedish media company in Spain (October 1992) and one of the oldest foreign media companies in the country.
- The quarterly magazine SK is considered the most readable Scandinavian magazine in Spain (8.000-10.000 copies).
- Sydkusten is clearly the most read and engaging medium, as evidenced by the fact that no other Scandinavian publication in Spain has as many letters to the editor and other opinion pieces.
- Sydkusten is considered by an overwhelming majority of Swedes in Spain to be the most serious and readable medium in their own language in Spain.
- Sydkusten is used by leading advertisers in both Spain, Sweden, and other countries.
- Sydkusten's website www.sydkusten.es is not only the oldest but also the most professional and updated of all targeting the Scandinavian colony in Spain, with a steadily rising readership that exceeds more than 200.000 unique visits per month.
- Sydkusten has the most advanced paid services for readers and followers, in the form of SK Premium+, SK Premium, and Club SK.



Advertising rates SK

	Presence	50x30 mm	95€
	1/16 page Hor.	105x30 mm	175€
	1/16 page Ver.	50x65 mm	
	1/8 page Hor.	105x65 mm	295€
	1/8 page Ver.	50x135 mm	
	1/4 page Hor.	215x65 mm	575€
	1/4 page Ver.	105x135 mm	
	1/2 page Hor.	215x135 mm	975€
	1/2 page Ver.	105x275 mm	
	Full page*	230x299 mm	1.950€
	Interior page*	230x299 mm	2.350€
	Back side*	230x299 mm	2.750€
	Double page*	460x299 mm	2.950€
	Folders	from 1.950€	

Prices per insertion
Design not included
(see below).

Discounts:

2 insertions = **5%**.
3 insertions = **10%**.
4 ins. (Full year) = **15%**.

Special placement: **+20%**

Design:

1/16-page or smaller: **25€**.
1/8 or 1/4: **35€**.
Half page or bigger: **50€**

IVA (21%) not incl.

Material: PDF in 300 dpi,
with all the fonts baked in.

Deadline:

20th of previous month.

* 5 mm margin



Rates web

120x60 px	75€
120x120 px	95€
250x60 px	95€
120x180 px	125€
250x120 px	145€
120x240 px	145€
250x180 px	195€
1.099x100 px (Top*)	225€
250x240 px	245€
250x300 px	295€

* Alternates with other banners.
Prices per month
Other formats according to offer.
Design banner: **25€**.

Discounts:

3 months = **10%**.
6 months = **20%**.
Full year = **30%**.
One week only: **50%**
IVA (21%) not incl.

Material gif, jpg or flash

Rates newsletters

120x60 px	25€
250x60 px	45€
468x60 px	75€
468x120 px	95€
468x300 px (Top)	245€
Exclusiv mailing	offer€

Prices per insertion
Other formats according to offer.
Design banner: **25€**.

Discounts: 1% por envío adicional (max: 40%)
IVA (21%) not incl.

Material: gif or jpg



Events

Sydkusten is specialised on arranging all sorts of events, both on our own initiative and by order of costumers.

Examples on accomplished events:

- **Suecia en España** - Big trade fair with more then 30 exhibitors in the Palace of Congress in Torremolinos, 3-5 June 2005: www.sydkusten.es/feria. Several other editions in the comercial center Parque Miramar in Fuengirola.
- **Campain for victims of the tsunami** - In collaboration with Los Naranjos Golf, we arranged, with just a ten days notion, a golf tournament, an auction, a lottery and a general recollection with our own website, which pulled in 75.000 Euros to the Swedish Red Cross - www.sydkusten.es/insamling
- **Euroevening** - At the request of The Foundation of Sweden in Europe, Sydkusten organized in June 2003, before the referendum in Sweden, a big event on Centro Forestal Sueco, with speeches, entertainment and refreshments.. More then 250 people participated.
- **Noche de Embrujo** - In collaboration with Amador Martínez, the Palacio de la Paz in Fuengirola was filled up (over 600 people), on April 20, 2002 for one evening with spanish guitar and flamenco. Charity lottery and a lot of local sponsors.
- **Povel Ramel in Marbella** - Sydkusten was responsible for the marketing and a lot of practical details before the Povel Ramel concert on the Costa del Sol on March 7, 2004.
- **Excursions** - Several cultural trips through the years, to Málaga, Ronda, vineyard in Gaucín e t c. Various trips to the Province of Jaén, in cooperation with Diputación Provincial de Jaén.
- **Seminars** - Sydkusten has arranged a series of information evenings and other reunions for companies like Bukowskis, Penser Fondkommisson, SEB Private Bank, Börsveckan, RPA Försäkringsmäkleri and more.

Complete package:

Events are custom-made and offered according to the desires of each customer. Sydkusten takes care of it all, including advertisement, DM, applications, lists of participants, booking of premises, refreshments, golf, accommodation for the participants, rental car, excursions, translating, guiding etc.



Sample of comments from the Reader Survey, May-June 2011:

- "Of all the Scandinavian media, I appreciate Sydkusten the most."
- "Sydkusten and it's staff are so nice. Keep up the good work."
- "With the newsletter, the web and the newspaper Sydkusten is remarkably full covering!"
- "A great source of information for all of us Swedes."
- "Good coverage of national and local Spanish news and matters of interest."
- "Wide information on the web."
- "The easy reading and the humorous columnists inspire me and light my longing for Andalucía."
- "Clear, punctual, trustworthy, wide, informative, interesting and I would almost say necessary."
- "Very serious news information."
- "Very accessible, easy to read and alert."
- "The best on the Costa del Sol. The others have no interest."
- "An authentic newspaper where you can read interesting things and about the Swedish community."
- "Easy to read and fast news delivery."
- "Still after living here for 8 years I find it easier to read and understand complex matters as politics and finances in my own language. It is also interesting to read about Spanish matters from a Swedish perspective."
- "It inspires confidence."
- "The fast information and wide spectrum of themes provides something for everyone."
- "A good newspaper, easy to read for us Swedes."
- "The feeling of reading a real newspaper."
- "There is something for EVERYONE."
- "It gives us Swedes a good coverage of news about the country in which we live."
- "Serious newspaper, compared to the rest on the Costa del Sol."
- "Informative and accessible. Serious. I appreciate the personal touch. And of course the positive attitude."
- "A thousand thanks for a good newspaper."
- "I spend periods of 2-3 weeks on the Coast and in total 12-13 weeks a year. I am delighted to read the newsletter every Friday."
- "Pleasant reading for us who are not present so often and a good way of keeping up to date."
- "Without any doubt the best publication on the Costa del Sol."
- "Thank you for an excellent digital newspaper. The difficulties we've encountered in finding the printed newspaper is widely compensated by the newsletter, which we can read both in Spain and Sweden. Thank you as well for informing about everything that is going on."
- "I long till Fridays, when I can read Sydkusten."