



Svenska Klubben Lausanne - Genève

Advertising 2010

Media choices:

- Svenska Trycket - The Swedish Club's Member Magazine
- Matrikeln - The Swedish Clubs bi annual phonebook
- Hemsidan - The Swedish Club homepage: www.svenska-klubben.ch
- Nyhetsbrevet - The Monthly e-newsletter
- Evenemang - Events arranged by the Swedish Club

Svenska Trycket

The Swedish Club's Member Magazine issued 7 times a year and distributed to 650 addresses.

Nr 5/7 september 2009



Aktuellt från Svenska Klubben Lausanne - Genève

Svenska Trycket

■ Svenska Klubben Lausanne - Genève. c/o Rinderknecht, Pétoleyres 24, CH-1110 Morges.



Klara, färdiga, gå!

Contact

■ For bookings and further information, please contact redaktionen@svenska-klubben.ch

Target Audience

■ Market

Swedish and Swedish related individuals and institutions in the region between Geneva and Lausanne.

■ Language:

Primarily Swedish but ads in French and English are also welcome.

■ Reader Profile:

Families and individuals aged 7-70. The adult member is typically a person with a good level of education and good income who wants to stay in touch with his Swedish values and traditions.

Reach / Mechanical

■ Circulation & Distribution

Directly sent to 500 members, i.e. families as well as individuals. Total reach approx 1000 individuals. Also distributed via the Swedish Consulates in Lausanne and Geneva, the Swedish Church, the Swedish School and at Club Events.

■ Period:

7 issues a year

Publ Date	Mechanical Deadline
1/2	18/1
1/3	15/2
12/4	29/3
20/5	6/5
3/9	20/8
15/10	1/10
27/11	13/11

■ Format:

Standing A5
H 210 mm
W 148 mm
Bleed 2 mm (212x150mm)

■ Technical data:

Cover: Colour, 170gr. FSC.
Inside: B/W, 130gr 100% recycled

Pricelist

■ Full Pages
Price in CHF for Full Year/Single issue

Color page 2
3'500 CHF / 500 CHF

Color inside
2'800 CHF / 400 CHF

Color next last page
3'500 CHF / 500 CHF

Color last page
4'200 CHF / 600 CHF

Black&White inside
2'100 CHF / 300 CHF

Half pages
50% of the above prices

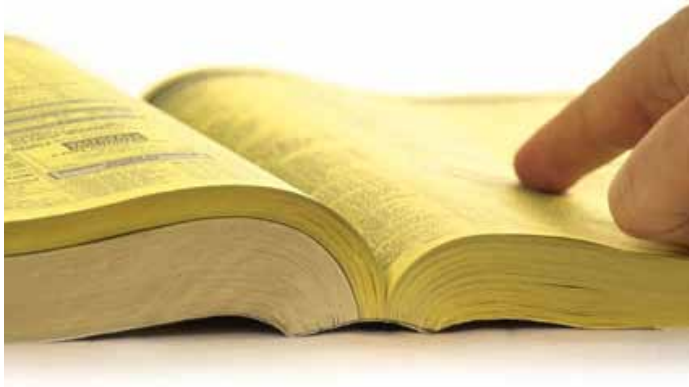
■ Invoicing

All prices are in Swiss Francs including TVA. Invoices are sent after publication. Unless indicated, copies of magazine will be sent to the invoicing address.



Matrikeln

The Swedish Club's biannual directory of club members and companies offering services that appeal especially to members of the Swedish Club such as various Swedish speaking professionals and specialists. Distributed to all members and available at the Consulate etc.



Target Audience

■ Market

Swedish and Swedish related individuals and institutions in the region between Geneva and Lausanne.

■ Language:

Primarily Swedish but ads in French and English are also welcome.

■ Reader Profile:

Families and individuals aged 7-70. The adult member is typically a person with a good level of education and good income who wants to stay in touch with his Swedish values and traditions.

Reach / Mechanical

■ Circulation & Distribution

Directly sent to 650 members, i.e. families as well as individuals. Total reach approx 900 individuals.

■ Period:

1 issue every second year

■ Publication Date:

12/04 2010

■ Mechanical Deadline

12/03 2010

■ Format:

Standing A5
H 210 mm
W 148 mm
Bleed 2 mm (212x150mm)

■ Technical data:

Cover: 4 Colour, 300gr couché, laminated.
Inside: B/W, 100gr 100% recycled
Spiral binding

Pricelist

■ Full Pages
Price in CHF for Full Year/Single issue

Color page 2
1500 CHF

Color inside
1000 CHF

Color next last page
1500 CHF

Color last page
2000 CHF

B/W inside
500 CHF

Half pages
50% of the above prices

■ Invoicing

All prices are in Swiss Francs including TVA. Invoices are sent after publication. Unless indicated, copies of magazine will be sent to the invoicing address.

Contact

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Nyhetsbrevet - *will be launchen 2010*

The Swedish Club's monthly e-newsletter sent to all members who have provided emailaddresses.



Target Audience

■ Market

Swedish and Swedish related individuals and institutions in the region between Geneva and Lausanne.

■ Language:

Primarily Swedish but ads in French and English are also welcome.

■ Reader Profile:

Families and individuals aged 7-70. The adult member is typically a person with a good level of education and good income who wants to keep up with his Swedish values and traditions.

Reach / Mechanical

■ Circulation & Distribution

Sent to all members, i.e. families as well as individuals who have provided the club with their email adress. Total potential reach is approx 1000 individuals. Also distributed to the collaborators such as the Swedish Consulates in Lausanne.

■ Period:

7-8 issues a year (to be confirmed)

■ Publication dates: To be confirmed

■ Mechanical Deadlines

7 workdays prior to publication

■ Format of publication:

Contact redaktionen@svenska-klubben.ch

■ Technical data:

Contact redaktionen@svenska-klubben.ch

Pricelist

Prices to be confirmed. Contact redaktionen@svenska-klubben.ch for more information.

Contact

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www.svenska-klubben.ch

Sponsor the Swedish Club and have your logo and link on the club's website.



Target Audience

■ Market

Swedish and Swedish related individuals and institutions in the region between Geneva and Lausanne.

■ Language:

Primarily Swedish but ads in French and English are also welcome.

■ Reader Profile:

Families and individuals aged 7-70. The adult member is typically a person with a good level of education and good income who wants to keep up with his Swedish values and traditions.

Reach / Mechanical

■ Circulation & Distribution

The webpage is the point of referral for all Club Events. It is updated regularly with information about all Club related activities.

Pricelist

TPrices to be confirmed. Contact redaktionen@svenska-klubben.ch for more information.

Contact

■ For bookings and further information, please contact redaktionen@svenska-klubben.ch



Events

Sponsor events organized by the Swedish Club



Target Audience

■ Market

Swedish and Swedish related individuals in the region between Geneva and Lausanne.

■ Language:

Primarily Swedish but contribution in French and English are also welcome.

■ Participants Profile:

Families and individuals aged 7-70. The adult member is typically a person with a good level of education and good income who wants to keep up with his Swedish values and traditions.

Reach / Mechanical

■ Frequency

Between 2 and 5 events per month all year round, the Swedish Club will organize events within the areas of culture, history and art, economy, sports and leisure. Both members and nonmembers are invited to club events. Frequently the club invites external resources such as speakers within various areas of expertise.

■ Format:

Speeches, discussions and visits (e.g. with the BIZ-club), lunches, seminars (e.g. art seminars) sports activities (e.g. golf, bridge), virtual networks (the bookclub).

■ Your participation:

You may suggest a visit at your company, treat the guests at an event to food/drink, distribute information at another event. Anything you can think of that goes appropriately with the event.

Pricelist / Cost

- Entirely at your discretion

Contact

■ For further information, please contact program@svenska-klubben.ch

