

Advantages & Benefits

with NORDSTJERNAN

Swedish News - from Sweden & America

With a readership of 16-19,000, depending on individual issue, here are examples of how your advertising will be more effective and get better results in Nordstjernan:

- ◆ Direct access to an active and affluent market with intense interest in Swedish and Scandinavian-related advertising.
- ◆ Coast-to-coast National saturation. Distributed weekly through the mails directly to individual readers' home addresses.
- ◆ Special sections in every issue: Community, Business, Travel, Culture, Sports...
- ◆ Discounted package and frequency rates. Insertions and special promotions. (Call for details).
- ◆ Low per capita advertising rates. Special seasonal issues with intensified readership, same regular advertising rates.
- ◆ Attention-getting medium for specialized products and services: Nordstjernan provides advertisers with a two-way exchange platform for manufactured products, travel, food, literature, gifts and services.
- ◆ Unusually high reader attention per page. Much higher than average absorption of the editorial and advertising contents.

Placing your company's advertising in Nordstjernan is an excellent opportunity to aim your message directly toward a concentrated audience. Call Int.+1.203.299.0380 ext 12