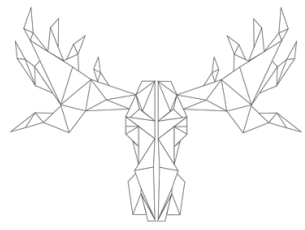


LONDON **SWEDES**

ADVERTISING KIT

2023©LondonSwedes



# OUR COMMUNITY

LondonSwedes.com is the largest community for Swedes in the UK. The website is primarily being used to find information, whether you are already living in the city, planning on moving to London or simply visiting for a weekend.

Social media is by far the most important tool to reach out to our audience. LondonSwedes aims to reach not only the people moving here but also the 500,000 Swedish tourists visiting every year.

**The objective is to be the chief source of information for Swedes and Scandinavians coming to the UK, either as tourists, students or as working professionals.**



**525 000**

annual unique website visitors

**25 000**

registered members

**50 000**

followers on social media



**16 500**

FB Fanpage

**50 000**

FB forum Members



**10 000 +**

views



**3 600**

Followers



**10 800**

Followers



★ 5 84 reviews

**5 out of 5**

Based on the opinion of 84 people

Our forum groups on [facebook.com/londonsvenskar](https://facebook.com/londonsvenskar) have over **50 000 members**



*We're strong!*



**90 000\***

registered Swedes in the UK

**200 000\*\***

Swedes are living in the capital

**500 000**

Swedish tourists visit the capital each year



**400 000**

jobs have been created in the UK by Swedish companies\*



There are currently

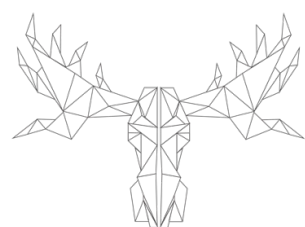
**1000**

Swedish companies in the UK\*

\*Numbers from the Swedish Embassy, Stats from The Swedish Chamber of Commerce.

\*\*Estimation as most Swedes don't register to stay a few years





# OUR CONTENT

## LondonSwedes - your friend in London!

### Articles and interviews

Every month we post interviews with popular Swedish characters: celebrities, entrepreneurs and bloggers, along with articles relevant for Swedes in the UK.

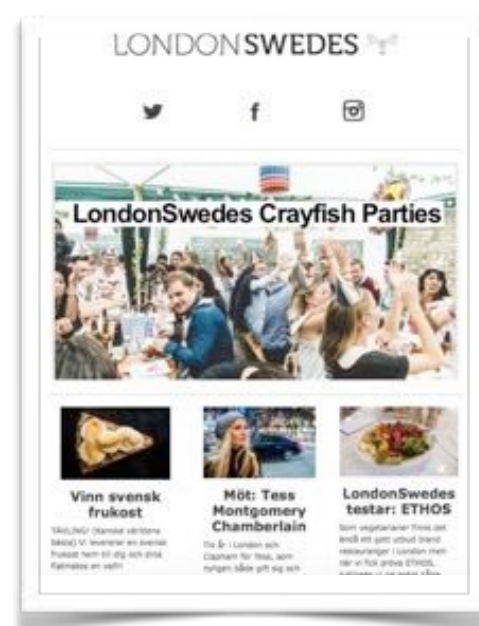
### Guides and top lists

Where can you find the best parks, best pubs or just the best bottomless brunches in London?

Our guides and articles aren't just for those moving to the UK but also for those looking to visit for a weekend. There is information on accommodation, restaurants, clubs, cultural places and shopping, all to ensure a great stay in London!

### Newsletter

Every fortnight a newsletter is distributed to our 25 000 signed up members via email.



### Job vacancies

We have hundreds of job seekers visiting the website and job board every month. **We launched a new job site in 2019**, a platform to match jobseekers and companies. Get in touch for more information!

### Events

We are very proud of our unique events and we aim to be the biggest promoter of Swedish themed events in the UK. Since 2012 we have hosted annual Crayfish parties, Midsummer events, Lucia celebrations, Christmas brunches and sports event. During the England - Sweden game we sold out 800 tickets in 30 minutes!

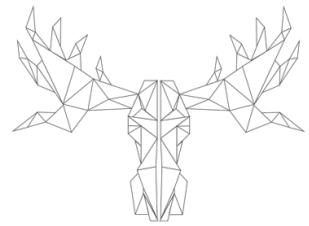
We have brought together over 15 000 guests for a series of traditional events. The events have always manage sell out, creating a higher demand and have gained us great publicity. We want to create bigger and better events in 2022 and we believe this is one of the number one reasons our community is keeping strong and united.



*Advertising*

LONDON SWEDES





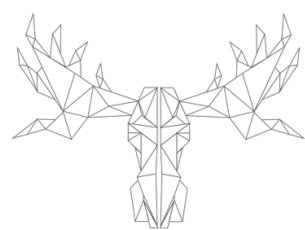
# WE DO EVENTS

and have hosted over 15 000 guests over the last few years!

*like really awesome ones!*







# WE DO EVENTS

with performing artists such as Miriam Bryant & Max Milner.  
Amongst guest we've had John Newman and Zara Larsson.

*like really awesome ones!*



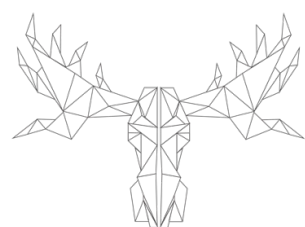




### Expressen Live TV (2021)

LONDON **SWEDES**





## GET INVOLVED

For product samples to our  
office please contact  
[hello@londonsvenskar.com](mailto:hello@londonsvenskar.com)

### Banners from £220/month

Choose any banner to place on our website, newsletter or in the forums on Facebook. See next page for specifications.

Homepage Top Banner	£600
Homepage Middle Banner	£250
Homepage Side Banner	£250
Newsletter Banner	£220
Facebook Banner	£600

### Article/Interview £250/£380\*

We will publish an interesting article about your company. We aim to keep a fun and friendly tone.

**Boost on website: £50/month.**

### Featured Article £200/week

Get the article, competition or offer seen on our head slider on the website or on any FB groups. 2w max.

### LS Partner from £350/year

Have your company visible in the right category for your business. For example, an information box and link to your recruitment agency in our permanent job section. This is perfect for targeting customers who are actively seeking your services and products.

### Events from £500

We will help you plan and host your corporate event/private event, ensuring a fun and engaging experience for your guests.

### Competition from £0

Host a competition on the website or our social media channels. Get in touch to confirm the price.

### Social Media Plus £120/post

Social media is powerful! We have a Facebook fan page and FB forums, Twitter, Instagram and soon YouTube. The price includes one Facebook+ Insta-story+Twitter. Add Instagram post for £50 (Recommended)

### Category/Slider from £600/year

Create your own tab on the menu or your own category on the website.

Companies can even get their own slider as the job and flat slider you can see on the front page. (*Now available in FACEBOOK groups as well*). Terms and conditions apply.

### Sponsorship quote

Get involved in our annual events. We host several events over the year. Engage pre, during and post event.

### Job Adverts

Get your vacancies posted by us on our dedicated job page.

Single post	£250
Start-up	£120
3 posts	£600

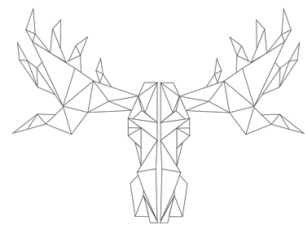
### JOB BOARD Access our CV database.

We launched a job board in 2019 and you can now access hundreds of Swedish CV's. Get in touch to hear more!

### Facebook Forums £250/month

Post your published job ad unlimited times in our Facebook forums with over 50 000 members. To do this you will need to initially post on our job board.

\*provided by company/written by us  
\*\*unlimited posting.



# OPPORTUNITIES

Facebook Banner/Header



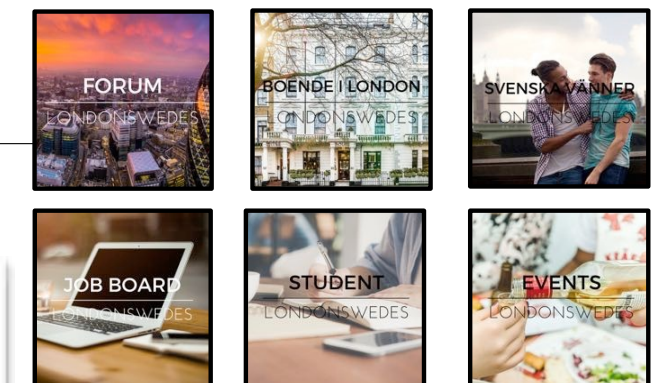
Facebook Fan page

Banners

Homepage top banner  
980x200

Social Media

Facebook Forums



Articles/Interviews

Event Sponsorship



YouTube

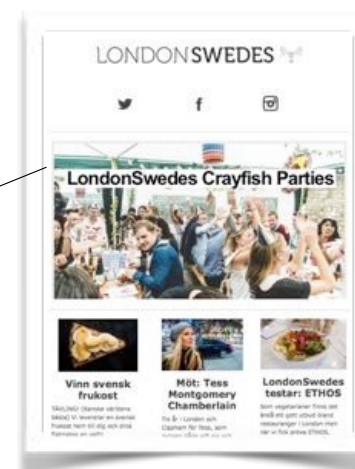
Slider

Job posting



Newsletter

Instagram Stories/Posts



Homepage  
Side Banner

250x300

Homepage  
Side Banner

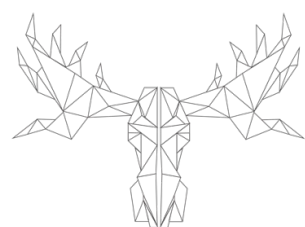
250x300

Homepage Banner  
570x90

Advertising

LONDON SWEDES





## GET INVOLVED

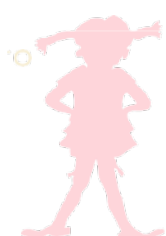
### REACH OUR MEMBERS

#### AGE GROUP

Children	2%
Teenagers	10%
Twenties	40%
Thirties	30%
Forty +	18%



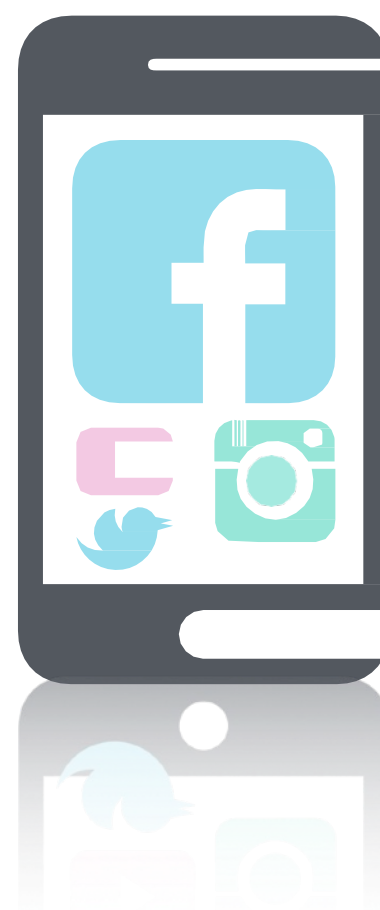
**38%**  
men



**62%**  
women

**85%**

are frequent users  
of Social media



#### NATIONALITY

**SWEDISH** 60%

BRITISH 20%

SCANDI 15%

OTHER 5%

#### COUNTRY

**UK** 50%

SWEDEN 37%

SCANDI 10%

OTHER 3%



### REACH US:

All enquires: [charlotte@londonsvenskar.com](mailto:charlotte@londonsvenskar.com)

Advertising & Content enquiries: [Julia@londonsvenskar.com](mailto:Julia@londonsvenskar.com)

Chat with us on Whatsapp: +447530413064

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LONDON **SWEDES**