



WHAT IS THE REYKJAVÍK GRAPEVINE?

The Reykjavík Grapevine is an English language magazine that has over the past seven years become a permanent fixture in the Icelandic media landscape. The Grapevine's main goal is to remain a reliable and trusted source of information and entertainment for tourists, new Icelanders and anyone else who is interested in reading up on local social issues, culture and the arts. The magazine is published 18 times per year, and is distributed for free all over the country. Due to our excellent distribution network and dedicated readership, The Reykjavík Grapevine is by far the Icelandic tourist market's most prevalent publication.

WHERE IS THE REYKJAVÍK GRAPEVINE DISTRIBUTED?

-The Grapevine is distributed to over 1.000 locations all over Iceland.

-It is distributed to over 600 locations in the greater Reykjavík area.

-The Grapevine's distribution network by far surpasses other media in the same market.

-Our goal is to distribute to every single location that services tourists and travellers (directly and indirectly) - thus reaching them all.

OUR MAIN PLACES OF DISTRIBUTION:

- Tourist information centres
- Tourist attractions
- Kiosks and stores
- Cafés and restaurants
- Hotels and guesthouses
- Swimming pools and museums
- Car rentals and rental cars
- Aboard Air Iceland planes.
- Aboard Iceland Express planes.

WHO READS THE REYKJAVÍK GRAPEVINE?

- Tourists

The Reykjavík Grapevine is first and foremost a tourist magazine. It is designed to guide and assist tourists, and its articles are written to provide tourists with an insight into Iceland's cultural life and national spirit. According to a survey conducted by polling outbound tourists at Keflavik Airport between December of 2009 and February of 2010, the readership that reads and uses The Reykjavík Grapevine is aged 16-55 (with no notable difference within that group). The Grapevine is most popular with residents of North America (44% of North American visitors read the Grapevine according to the poll) and the UK (24% of UK visitors read the Grapevine). Combined, these two groups make up half the foreign visitors to Iceland during the time the poll was conducted.

The poll furthermore shows that a majority of The Grapevine's readers are educated, travel on their own (as opposed to in organised groups), stay in Iceland for a minimum of four nights and spend approximately 30.000 ISK per day whilst they are in the country.

- New Icelanders

There are quite a few new Icelanders residing in the country. They read the Grapevine to follow their own affairs, the local cultural life and to participate in and contribute to the local discourse.

- Icelanders

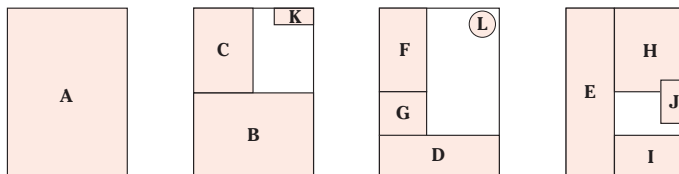
The Grapevine's fresh and uncompromising stance on covering local events and culture, along with its wide distribution network, ensures the magazine is very popular among Icelanders. According to a Gallup poll from March of 2008, 21.1% of Icelanders in their thirties read the magazine regularly.

FOR FURTHER INFORMATION ON THE READERSHIP, DISTRIBUTION AND READERS STATISTICS, GO TO WWW.GRAPEVINE.IS/ MEDIKIT

AD RATES AND SIZES

PAGES	PRICE INCLUDING VAT	SIZE	PLACEMENT
THE REYKJAVÍK GRAPEVINE 2011		Width x height	
Spread	€ 1.412	528x395mm	Undisclosed
Page 3	A € 1.137	254x395mm	Firs spread
Backpage	€ 1.137	192x298mm	Back page
Card backpage	€ 1.765 / 1.961	105x140mm	Back page + card
*Card backpage x 3	€ 4.589 / 5.177	105x140mm	Back page + card
Whole page	A € 1.059	254x55mm	Page 5
Whole page	A € 1.020	254x55mm	Page 7
Whole page	A € 980	254x395mm	Page 9
Whole page	A € 940	254x395mm	Undisclosed
Half page	B € 549	254x195mm	Undisclosed
Quarter page	C € 353	124,5x195mm	After center
Banners			
Back page	€ 549	254x55mm	Back page
Center spread	€ 314	254x50mm	Center spread
Quarter page	D € 392	254x95mm	After center
1/1 banner	E € 549	99x395mm	Undisclosed
1/2 banner	F € 337	99x195mm	After center
1/4 banner	G € 220	99x95mm	After center
Boxes			
3/20 box	H € 431	151x195mm	After center
3/10 box	I € 267	151x95mm	After center
1/10 box	J € 196	46,5x95mm	After center
Back page box	K €275	65x40mm	Back page
Circle	L € 314	80x80mm	Info cover

*Lower price is over low season



FREQUENCY RATE DISCOUNT

(If two or more publications are booked simultaneously)

4 publications = 10% 8 publications = 15% 12 publications = 20% 18 publications = 35%

Summer package: Issue 5-16 20%. Winter package: Issue 1-4, 17-18 15%.

CIRCULATION AND PUBLICATION SCHEDULE

The Reykjavík Grapevine is distributed in 25,000 copies around Iceland (450,000 per year). The Reykjavík Grapevine is published 18 times a year, 6 times between November and April (monthly) and 12 times between May and October (bi-weekly).

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OKT	NOV	DEC
06	03	09	13	04 18	01 15 29	13 27	10 24	07 21	05	09	07

INSERTIONS

Min. size	Prize	Weight
90x135mm	€ 941	0-99 gr.
90x135mm	€ 1177	100-200 gr.

Minimum paper thickness:

- 1 page – min 90. gr. paper
- 4 pages – min 70 gr. paper
- 8 pages – min. 60 gr. paper

DEADLINES

All ads need to be delivered in a high-resolution PDF document, no later than 7 days before publication.
E-mail: skil@grapevine.is

Specs:

Colour: RGB (Adobe 1998)
Definition: 200dpi - No bleed, no crop.