



The REYKJAVÍK GRAPEVINE

ADVERTISEMENT RATES
GRAPEVINE.IS

WHAT IS GRAPEVINE.IS?

Grapevine.is is an entertainment and information website that caters to Iceland enthusiasts, English-speaking Icelanders and travellers planning a trip to the country. At its core, Grapevine.is is the web-edition of the biggest and most widely read tourist publication in Iceland, The Reykjavík Grapevine, adding to that a wide selection of materials that make full use of the web's potential.

The site contains learned as well as lighter articles on all of the main topics of discourse in Iceland at each time: in cultural life, politics or general social affairs. Naturally, a high emphasis is placed on tourism in Iceland and the many options visitors to the country are faced with. The site also features a thorough events listing section where one can find updated information and recommendations for shows, concerts, clubs and events and a grand, continuously updated database of Iceland's main restaurants, clubs, cafés, shops, museums, tours and tourist attractions.

WHO USES THE WEBSITE?

Grapevine.is is an immensely well promoted and much-visited website. When searching for Iceland-related topics on Google, Grapevine.is usually placed within the top results. Research, web-site analysis and user surveys have shown that most users of Grapevine.is are enthusiasts of Iceland and Icelandic culture, and more often than not tourists that are planning a trip to the country.

STATISTICAL FACTS ABOUT THE WEBSITE

- On average, Grapevine.is had 25.000 unique visitors monthly in 2009.
- 80-85% of those were from out of Iceland.
- Each unique user spends an impressive amount of time on the site, visiting 3 sub-pages on average.
- Monthly page views are about 75.000.
- About 40% of visits came through search engines.

FREQUENCY & LIFESPAN

Each ad on Grapevine.is has a lifespan of one month.
Each ad can interchange with 1-2 other ads in each

SERIAL BOOKING DISCOUNT

- (If more than one month is booked at a time)
- 3 months = 20%
 - 6 months = 30%
 - 12 months = 50%

AD RETURNS

Ad returns are a week prior to the end of each month, and they are the advertiser's responsibility. Ads can be turned in .jpg, .gif or flash format. Files that don't concur with our guidelines on size (no larger than 100 kb), dimensions or filetype are sent back to the advertiser to be fixed.
All materials should be turned in to skil@grapevine.is



FRÖKEN

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The screenshot shows the website's layout with a search bar at the top right, a main header with the logo and navigation links (HOME, PRINT VERSION, ARTS, MUSIC, TRAVEL, FOOD, SHOPPING, CLASSIFIEDS), and a sub-header 'Travel, entertainment, culture - life in Iceland'. Below this are sections for 'From the latest issue' featuring an article on 'Jesus Christ Rockstar', 'Daily listings' with a calendar, and 'Through the Grapevine' with articles like 'What about Bobby?' and 'Those damn Rightwingers'. There are also 'Recent posts' and 'Grapevine CLASSIFIEDS' sections.

AD SPACE 1

From our sponsors

AD SPACE 4

The screenshot shows the 'Directory' section with tabs for 'EAT', 'SLEEP', 'WATCH', and 'SHOP'. The 'Dining' tab is active, showing search filters and results for 'Vígarné Bæta - Mid-price' and 'Babahl Organic / Café - Affordable'. Below this are sections for 'Food and accommodation' with an article 'We had this great burger the other day' and 'Travel articles' with 'The Blue Lagoon, Gullfoss & Geysir'. There are also 'Music / art articles & reviews' featuring 'Björk, Sigur Rós, Múm & Gus Gus' and 'Shopping' with 'An excellent selection of Diesel & socks'.

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AD SPACE 5

AD RATES AND SIZES

NAME	PRICE INCL. VAT.	WIDTH X HEIGHT	PLACE
AD SPACE 1	1 □415	150x600 px	All pages
AD SPACE 2	2 □242	140x300 px	Front page
AD SPACE 3	3 □311	320x200 px	All pages
AD SPACE 4	4 □173	500x100 px	Front page
AD SPACE 5	5 □138	150x600 px	Front page