



WHAT IS THE REYKJAVÍK GRAPEVINE?

The Reykjavík Grapevine is an English language magazine that has over the past six years become a permanent fixture in the Icelandic media landscape. The magazine is published 18 times per year, and is distributed for free all over the country. The magazine covers everything Iceland-related, with a special focus on news-related events, human-interest stories, music, culture and events. The magazine's main goal is to remain a reliable and trusted source for information and entertainment. 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
- Aboard in Air Iceland 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 in the fall of 2008, The Grapevine is read by 34% of British, U.S. and Scandinavian visitors to Iceland, which make up 55% of tourists to Iceland. 55% of U.S. citizens that visit Iceland read the Grapevine, and 34% of British tourists.

- 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

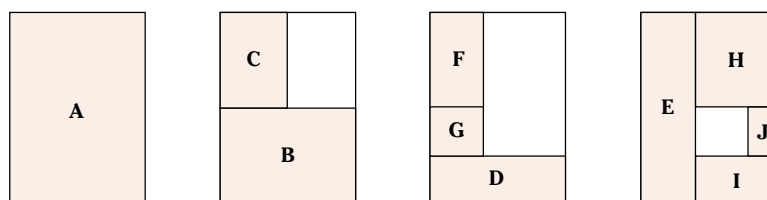
The Grapevine's fresh and uncompromising stance on covering local events and culture, along with its wide distribution network, ensures the magazine is very popular among Icelanders. According to a Gallup poll from March of 2008, 21.1% of Icelanders in their thirties read the magazine regularly.

STATISTICAL FACTS ON OUR TARGET AUDIENCE:

- In 2008, approximately 525.000 tourists visited Iceland. In 2002, the total number was 300.000.
- The number of foreign citizens in Iceland in 2008 was 21.434. In 2002, the number was 9.850.
- Around 1.000 foreign students are based in Iceland yearly.

AD RATES AND SIZES

SIZE	PRICE INCL. VAT	SIZE	PLACE
Pages			
Spread	□1245	528x395mm	Undisclosed
Page 3	A □1003	254x395mm	First spread
Back page	□1003	192x298mm	Back page
Back page	□484	254x55mm	Back page
Whole page	A □830	254x395mm	Undisclosed
Half page	B □484	254x195mm	Undisclosed
Quarter page	C □311	124,5x195mm	After center
Quarter page	D □311	254x95mm	After center
Banners			
1/1 banner	E □415	99,2x395mm	Undisclosed
1/2 banner	F □263	99,2x195mm	After center
1/4 banner	G □194	99,2x95mm	After center
Boxes			
3/19,5 box	H □346	150,8x195mm	After center
3/9,5 box	I □235	150,8x95mm	After center
1/9,5 box	J □173	46,5x95mm	Undisclosed
Accommodation ads			
6 months	□208/277	2dcm/4dcm	Paper and web
12 months	□277/346	2dcm/4dcm	Paper and web
24 months	□415/553	2dcm/4dcm	Paper and web



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	MAÍ	JÚN	JÚL	ÁGÚ	SEP	OKT	NOV	DES
08	05	05	09	07 21	04 18	02 16 30	13 27	10 24	08	05	03

INSERTIONS

Min. size
90x135mm
90x135mm
Minimum paper thickness:
1 page - min 90. gr. paper
4 pages - min 70 gr. paper
8 pages - min. 60 gr. paper

Prize
□830
□1038

Weight
0-99 gr.
100-200 gr.

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: CMYK - Definition: 200dpi
No bleed, no crop.



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