



## WINTERKURIER 2024/2025

Welcome to the 3-language print magazine WINTERKURIER!  
(German, Swedish & English)

Would you also like to present your company with an advert or are you interested in an article?

Just get in touch with me!

Around 20,000 'car testers' from all over the world work between November to April in the winter testing region of northern Sweden. In addition, there are numerous tourists who use the direct flights from Germany for a holiday. Motorskoter- and dog sled safaris as well as driver training on the ice of the frozen lakes are popular highlights.

The Winterkurier is a free magazine for car testers and tourists with company presentations from the automotive industry, information on leisure activities and much more. The magazine is also very popular with the locals.

### DISTRIBUTION from November to April:

In Arvidsjaur, Älvsbyn, Sorsele and Arjeplog:

Display at 'hotspots', such as car testing facilities, hotels, airports, tourist information centres, petrol stations, restaurants, private homes rented out to car testers, etc.

Online version of all magazines on the internet platform winterkurier.se, brochures can be ordered from local tourist offices.

**AUFLAGE:** 6.500 ex.

**Publication date**  
**11 of november 2024**

**Advertisement booking**  
**13 of september 2024**

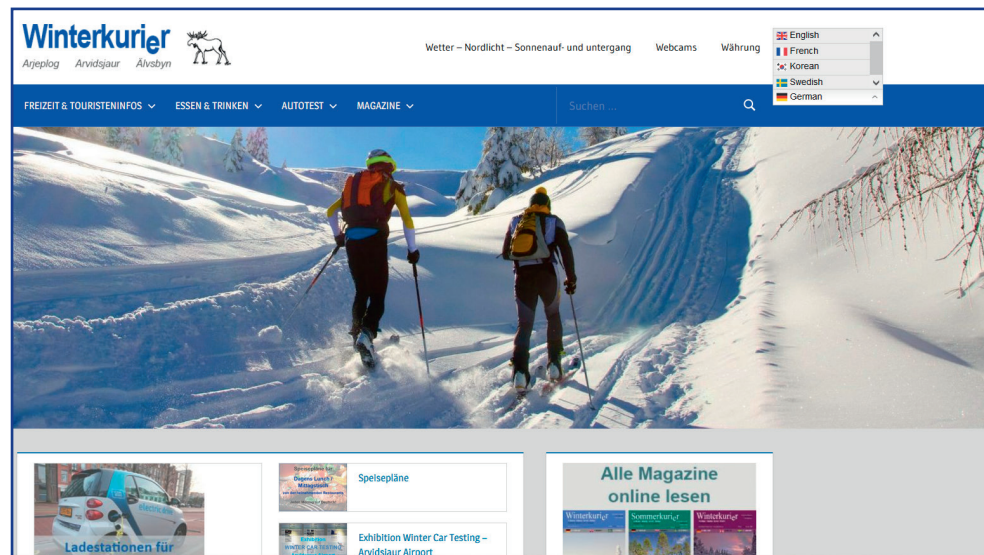
**Manusstop**  
**27 of september 2024**

### PRICES:

Advertisement	Width x height in mm	Price in EURO without MOMS*
1/8 page	93 x 63	190,00
¼ page	190 x 63 or 93 x 132	350,00
½ page	190 x 132	690,00
1 page	190 x 270	1350,00

- The text of the advert is in your choice of German and/or Swedish or English.
- Translation into Swedish and layout of the first advert is included in the price.
- Swedish VAT (Moms) is added at 25% for Swedish companies. \*

# www.winterkurier.se



### Join us and present your company on www.winterkurier.se!

- An internet banner with a link to your homepage on the right-hand side of all pages for 300 EUR\*. For one year November - October (250 x 175 px horizontal).
- Short company presentation incl. photo and link to your homepage for 100 EUR\*. For one year November - October e.g. in the categories: Accommodation, winter fun, excursion tips
- Translation of your Lunchmenys weekly.
- Send your press releases or other texts/photos during the winter season and I will post them on the homepage!

www.winterkurier.se is a popular site among car testers and tourists.

The site is built on Wordpress and is therefore easily found by search engines. The site is advertised via posters in car test centres and at the airport, in the Winterkurier magazine, on Facebook, in links from other websites etc.

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