



**SVENSKA  
KLUBBEN**  
nederländerna

*Ditt Sverige i  
Nederländerna*

Photo: Lena, Granelle/imagobank.sweden.se



**Did you know** that about 6.000 Swedes live in the Netherlands? They are used to high living standards, love trendy restaurants and cool brands. Wouldn't it be great to have them as Ambassador for your organization?

Photo: Miriam, Preis/imagobank.sweden.se

» Svenska Klubben Nederländerna is a club for the Swedes living in the Netherlands.

Currently, about 150 households are member of the Swedish Club, which means we reach about 500 grown-ups and kids all over the Netherlands. The main part are based in North-Holland.

We aim to be a guide for them, explaining everything about cultural habits in the Netherlands, or sharing tips on where to enjoy a little bit of Sweden here. Be it a soccer game or a new car, home decoration or some Swedish flavors. Or just celebrating the great Swedish traditions, like Midsummer, Christmas with Lucia or the crayfish party at the end of the summer.

Co-operating with the Swedish Embassy, Swedish Chamber of Commerce and other Swedish related organizations here, we make sure to reach all Swedish and Dutch people interested in Swedish-Dutch relations.

Our media include a member magazine, the website svenskaklubben.nl, mailings and Facebook, all open for advertising. See rates below.

This is your first step in making Swedes in the Netherlands Ambassadors for your brand.

Welcome to try it out!



**SWEDES ARE PROUD** of their origins and tend to like Swedish brands. As with **fashion**: simple, wearable looks with a high trend factor and at reasonable prices. And with **music**: Sweden being one of the most active music markets in the world, we're spoiled with many great artists, song writers and Eurovision winners. Of course we want to go out here as well, to the latest clubs and the freshest cocktails, live performances and great DJs.

Most of us have come to the Netherlands for work, others for love. Some just stay for a short time, some for a lifetime. If we've got children, we look to do fun things together with them and dress them with reliable yet modern clothing. Oh, and can you make that **environmentally friendly** please?

We come from **nature** and we enjoy being outdoors - in all weather conditions! If your company offers great outdoor clothes or facilities, you want to reach the Swedes.

Hand-in-hand with the traditions goes the Swedish **food**. 'Where can we buy this?' is one of the most heard questions in the Swedish community here. So be sure to let the Swedes find you if you have something that even remotely looks like sill, knäckebröd, köttbullar, dill or filmjölk. Or the real deal.

Photo: Carolina, Romare/imagobank.sweden.se

### Advertising to reach the Swedes

Digital:  
Website - €45/half year  
Facebook - €45/ad  
Newsletter - €45/ad

Printed magazine:  
(2 issues/year)  
Back cover - €300  
1/1 page - €200  
1/2 page - €100  
1/4 page - €50  
1/8 page - €25



Services:  
Layout - €90/ad  
Translation - €0,18/w  
Others on request

Discounts:  
Same ad, two issues => 15%  
Same ad, same time, two channels => 10%

### What we can do for you

- Layout and/or translating services
- Advertorials and promotional editorials
- Product placements and sponsored content
- Workshops, company visits and presentations
- Swedish participation at your events

Would you like more information on Sweden and the Swedes? Don't hesitate to contact us, we're experts!

reachswedes@svenskaklubben.nl  
www.svenskaklubben.nl

