

# YOUR LIVING CITY

## MEDIA KIT: 2011

[www.yourlivingcity.com](http://www.yourlivingcity.com)

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# THE YOUR LIVING CITY STORY

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## OUR STORY

In 2010, two women began the journey to create a fun, inspiring and informative web site to help newcomers settle in Stockholm. The two of them understand the complications and frustrations that come with moving to Stockholm. On a cold winter afternoon, over a fika, they discussed their vision to create a resource that would simplify and better the lives of all international people coming to or living in Stockholm. What began as a dream is now one of Stockholm's premiere English web sites and it continues to inspire the expat community and all those involved.



**Morgan Erickson, Managing Director**

## OUR NETWORK

In 2011, Your Living City joined The Borneo Family, a digital corporation made up of 7 companies and close to 100 top skilled consultants. The Borneo Family provides expertise in all areas of business development within the digital landscape. Through this partnership, Your Living City, will meet our target visions and be able to provide our advertisers many unique and cutting edge advertising, marketing and communication possibilities.

<http://theborneofamily.com/>



PERGO ET PERAGO

# A UNIQUE COMMUNICATION TOOL

## OUR MARKET & WHY YOU SHOULD USE US

There are around 200,0000 English speakers living and working in Stockholm. Despite the wide use of English in Sweden, it is challenging for these people to connect to the services, the places and products they require. Your Living City is the meeting point for this market. We have the readership and tools to connect your business to this growing and otherwise hard to reach expat community.

We are more than happy to help you target the customers that are relevant to your business. We are involved in numerous community events and have maximized usage of social media channels. We have the skills and resources to allow you to stand out from your competition.

[www.yourlivingcity.com](http://www.yourlivingcity.com)

## OUR READERS:

### Newcomers

Foreigners who have moved or will move to Sweden and are looking to find and set-up their home, purchase a new car, open a bank account...

Professionals looking for information on career and professional opportunities.

### Residents

Foreigners who have lived in Sweden for some time, and still want to participate in international events and activities.

Swedes who have lived abroad and want to maintain international lifestyles and contacts.

### Parents

Visitors and locals with children of all ages who are interested in child friendly shops, restaurants, activities and places.

Locals with children who want to learn more about English events, activities, and programs.

# YOUR LIVING CITY TARGETS & STATS

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## PAGE VIEWS

Over 20,000 page views and 5,200 unique visits during the first 6 weeks from January 4th - February 20th.

## TRAFFIC SOURCE

Our site traffic sources are 49% direct; 35% referring; 16% search engines

## FACEBOOK

25,000+ Facebook impressions (during February 2011)

## REFERRAL AND SEARCH ENGINE

Hits on the rise due to increasing relevant content, daily updates, and increasing page links to our site

## TIME ON SITE

Visitors spend an average 3 min 42 seconds on the site, with the average visitor searching three pages.

# ADVERTISING SOLUTIONS 2011

**YOUR LIVING CITY**  
STOCKHOLM'S SOURCE FOR ENGLISH-LANGUAGE EVENTS AND INFORMATION

Search...

**A**

**Keepin' the Beat: with James Bradley Jr.**  
Get up close and personal with James Bradley Jr this weekend – Sunday, Feb 20 th from 14:30–17:30

**Arbetsförmedlingen: A guide**  
22 February 2011 9:00 AM | No Comments

**Australian Rules Football in Stockholm**  
20 February 2011 9:53 PM | 1 Comment

**Keepin' the Beat: with James Bradley Jr.**  
18 February 2011 9:00 AM | 1 Comment

**Bake Me A Cake: muesli bars**  
17 February 2011 9:00 AM | No Comments

**Poetry afternoon: Nanna Aida Svendsen**  
16 February 2011 2:00 AM | 1 Comment

**EDITORS' PICKS**

**B**

**C**

**D**

**STOCKHOLM COURSES & EVENTS IN ENGLISH**

**LEGO education classes at Creative Brick Zone**  
Creative Brick Zone is a meeting place for children of all ages to play, build and learn with LEGOs. We offer birthday parties, LEGO education...

**Kungsträdgårdens ice rink**  
Skating at Kungsträdgårdens Ice Rink. If you haven't made it to Kungsträdgårdens open air ice skating rink, this is just a reminder that you still have...

**Workshop: create your winning vision**  
Formulating a strong personal vision works like a powerful engine driving you forward and opening doors to new possibilities. The big challenge is finding your...

**Building a career for the public good**  
Jennifer Korwin-Kuczynski's ambition has always been to work for the federal government...

**Job & Vision Coaching; Workshops and Private Sessions**  
How best to help you create your future. Address health.

**Counseling in English Individuals & Couples - Stockholm**  
Book Appointment - Clinical, Marriage & Family Therapy. Call or Email: 088 088 088  
www.yourlivingcity.com

**Contributing Writers:**  
Your Living City is looking for free trained writers. For more information contact > Margot Erickson 070467223  
morg@yourlivingcity.com

**22 AMAZING LANDSCAPE WALL PAPERS**

Home Page Advertising Rates		6mths	3mths	1mth
		Sek	Sek	Sek
A	home 980 x 120	16,000	9,500	4,000
B	home 300 x 300	9,050	5,000	2,100
C	home 300 x 150	7,250	3,850	1,700
D	home 140 x 150	3,500	1,900	850

**For more information contact either:**  
 Marie Claire Maxwell: [marieclaire@yourlivingcity.com](mailto:marieclaire@yourlivingcity.com)  
 Morgan Erickson: [morgan@yourlivingcity.com](mailto:morgan@yourlivingcity.com)

# YOUR LIVING CITY

# CONTENT ADVERTISEMENTS



## BANKING

Opening a bank account in Sweden: Swedbank  
(Edit Post)



Many fun, exciting things can happen when moving to a new country.

Opening a bank account is definitely not one of them. As an expat, opening an account in your new country, can save you from paying international withdrawal fees and enable you to deal directly with bank personnel and financial advisers who can help you secure loans and international mortgages.

Opening a bank account in Sweden can seem like a daunting task; banking information and account options are only offered in Swedish. Branch personnel provide conflicting information, and bank policies seem widely varied from company to company. Your Living City has done the research for you. This is part 1 of our 4-part series about opening a bank account in Sweden.

### Opening an account at Swedbank:

Accurate Swedish banking information is hard to come by, so we have checked and double-checked our information with Swedbank experts. They told us the ins and outs of opening an account.



accepted in fewer places than the Visa debit, but its annual fee is less, generally about SEK 150.

A Visa debit card works the same way as a Maestro card, but it allows you to make payments anywhere Visa is accepted. This can be handy when booking airlines tickets or making online purchases. The yearly fee varies depending on the type of account, but it is generally around SEK 250.

### Withdrawals:

Until you get a Swedish bank card, you will have to see a bank clerk to withdraw cash. This service is free of charge, but keep in mind that banks in Sweden have limited opening hours usually between 10.00 and 16.00/18.00. If you're coming from North America like me, you will be surprised to find out that Swedbank does not charge for cash machine withdrawals within Sweden. This applies to all Swedbank offices and any cash machine within the country.

### Deposits:

Many Swedbank offices have automatic deposit machines that accept Swedish bills and coins. There is a daily deposit limit of SEK 10,000.

### Online banking:



E

### FEATURED STORIES

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## Featured Story & Link Rates

For more information, see the 'Custom Solutions' page

## Content Page Advertising Rates

			6mths	3mths	1mth
			Sek	Sek	Sek
E	contents	300 x 300	7,300	4,000	1,700
F	contents	300 x 150	3,500	1,900	850
G	contents	468 x 250	6,900	3,600	1,500

## For more information contact either:

Marie Claire Maxwell: [marieclaire@yourlivingcity.com](mailto:marieclaire@yourlivingcity.com)

Morgan Erickson: [morgan@yourlivingcity.com](mailto:morgan@yourlivingcity.com)

# ADVERTISING FOR CUSTOM SOLUTIONS

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## Featured Story & Link Rates

Featured Story about your company	15,000
Company mention with link (in relevant article)	5,000

## CUSTOM SOLUTIONS

Are you looking for a unique campaign?

Your Living City offers customized advertising solutions designed exclusively for your business. Our team will help you plan a media strategy adapted to your needs.

### For more information contact either:

Marie Claire Maxwell: [marieclaire@yourlivingcity.com](mailto:marieclaire@yourlivingcity.com)  
Morgan Erickson: [morgan@yourlivingcity.com](mailto:morgan@yourlivingcity.com)

## SMALL BUSINESS PACKAGE

Small business owners are also interested in advertising and promoting their companies, and Your Living City wants to help these entrepreneurs reach the international market. Even sole proprietors can benefit from the small business package we have created to meet this need. Three packages are available with limited investment options for increasing name recognition and exposure.