



## YLC Stockholm Media Kit 2014

### **Who We Are**

Your Living City, Stockholm was founded in 2010 by Canadian expat Morgan Erickson, with the aim to create a fun, inspiring and informative website to help newcomers settle in Stockholm. In 2013, the site was taken over by Farrah Gillani and Rebecca Martin, wanting to develop and expand this resource to simplify and better the lives of all international people coming to or living in Stockholm, as well as entertain and engage them. What began as a dream is now one of the city's premiere English websites for internationally minded Stockholmers and it continues to inspire the expat community and all those connected to it.

*With the style of a glossy, the substance of a journal and the eye of an event planner – we have it all. Your Living City: Style. Substance. Stockholm.*

### **Rebecca Martin, Managing Editor**

A native Stockholmer with a background in English-speaking media, Rebecca ensures that Your Living City is Stockholm's top source of information for expats for everything from fashion and events to everyday capital city-life.

### **Farrah Gillani, Managing Director**

Farrah combines a degree from Cambridge University in English literature with marketing and sales management experience at a top FMCG firm. She oversees the site to ensure expansion and growth of our readership, both in Stockholm and abroad.

*Through this partnership, YLC is able to provide our advertisers with unique and cutting-edge marketing and communication opportunities.*



## Your Living City's 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, etc.
- Professionals looking for information on job prospects and career building opportunities

### Residents

- Foreigners who have lived in Sweden a while and actively want to participate in international events and activities
- Swedes who have lived abroad and want to maintain an international lifestyle and contacts

### Parents

- Visitors and locals with children of all ages who are interested in child friendly shops, restaurants, activities and school options in the city
- Parents who wish to learn more about English events, activities, and programs

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.

## Key Reader Demographics

84% – Female

75% – Between 25-39 years old

72% – Married

56% – Have children

89% – Live in Stockholm

Over 50 Different Nationalities

Top 5 Nationalities: UK, USA, Australia, Canada and Sweden

# YOUR *Living* CITY

## Key Reader Characteristics

### Educated readers who work

91% hold a degree (Bachelor, Masters and PhD)

58% are working

### Readers with disposable income

55% earn more than 30,000 SEK / month

25% earn more than 50,000 SEK / month

### Healthy readers

- 80% regularly engage in a physical activity
- 85% enjoy outdoor activities all year round
- 70% are particularly interested in winter sports

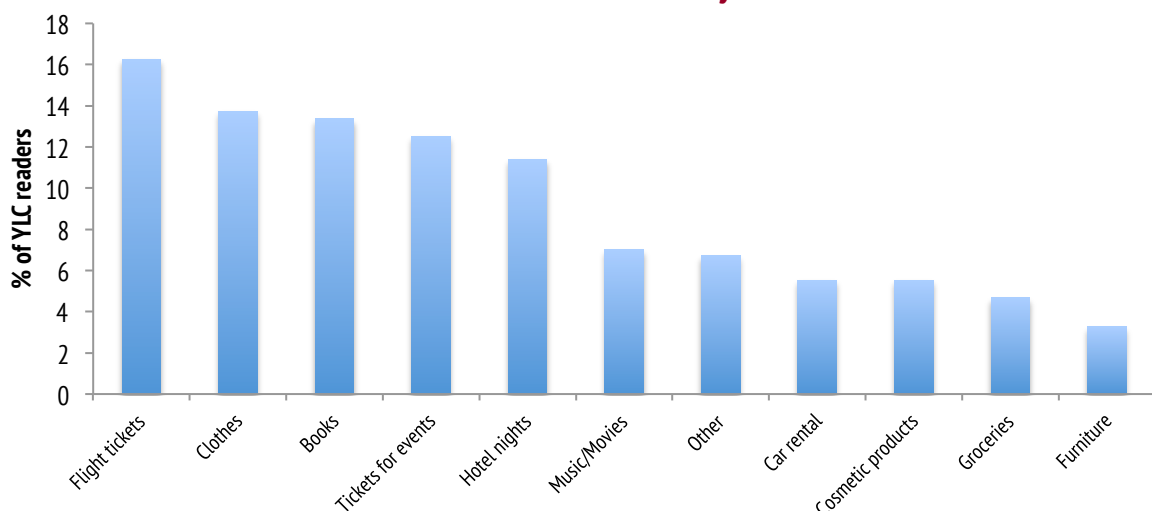
### Readers who shop online

92% have shopped online, in the past 12 months.

41% have shopped online at least once a month, in the past 12 months.

96% have shopped online from websites outside Sweden, in the past 12 months

## What do YLC readers buy online?

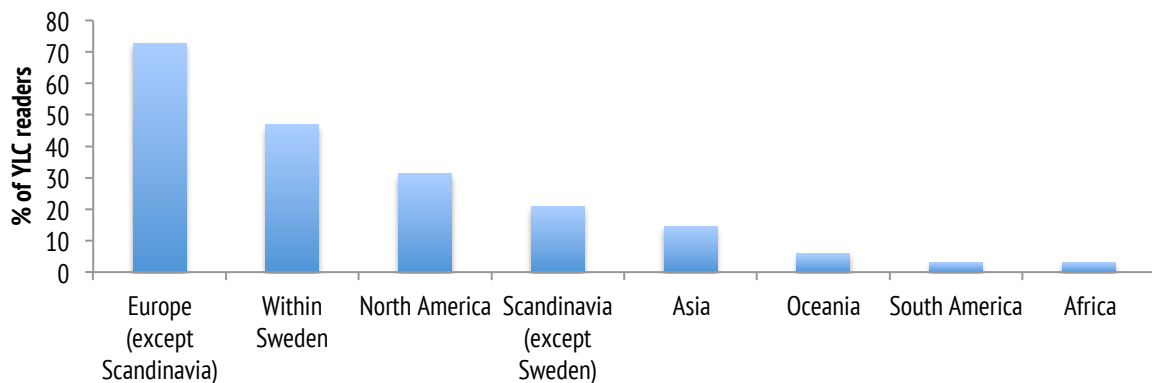


# YOUR *Living* CITY

## Readers who travel

92% have travelled for leisure within the last 12 months

### Where do YLC readers travel?



## Engaged readership on social media

Facebook: 3,300 fans (+115% growth in 12 months).

Average daily reach: 2,700 (up to 22,000 impressions).

## Readers who love us

99% surveyed would recommend YLC

*"I have discovered YLC last year. This website is so useful and very friendly! I really appreciate the informative articles and especially the great tips for activities with children."*

– Noemie, French, has been living in Stockholm for 8 years

## Advertisers also like us

*"Advertising with YLC was a perfect way to reach my target group: expats in – or on their way to – Stockholm. Emails from new clients confirm that they found my website through YLC and I get more and more "likes". The YLC team is very easy and nice to work with."*

– Nina from [www.ninamumm.se](http://www.ninamumm.se)



## A Unique Communication Tool

### Our market & why you should join us

There are around 120,000 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.

### Overview of a thriving website

Average Monthly Time On Site  
3.29 minutes (+30% from 2012)

Monthly Pages / Visit  
3.40 (+115% from 2012)

Average Monthly Page Views  
75,000 (+165% from 2012)

Average Monthly Bounce Rate  
1.6 % (-97% from 2012)

Average Monthly Unique Visitors  
17,000 (+25% from 2012)



## YLC Advertising Solutions

Advertising Type	Price
<b>1. Sponsored Category</b> 'Own' an entire category by sponsoring every article within	From 5,000 SEK / month
<b>2. Banner Advertising</b> Have your logo and link prominently featured on every page on the site as a panorama or a sided squared banner starting from a basic 325 x 150. We would be happy to customise position and size of banner upon request.	From 3,000 SEK / month
<b>3. Text Advertising</b> A simple and effective text link from our site to yours	500 SEK / month
<b>4. Homepage Article Sponsorship</b> Articles are permanently featured on our homepage; sponsor one of them to consistently reach your target audience every day	2,000 SEK / month
<b>5. Sponsored Post</b> A short article with your logo and link included, promoted on social media and featured on our home page for 1 week	4,000 SEK / article or 3,000 SEK / article (Min 2 articles within 12 months)
<b>6. Sponsored Feature</b> An in-depth article with your logo and link included, promoted on social media and featured on our home page for 1 week	7,000 SEK / article or 6,000 SEK / article (Min 2 articles within 12 months)
<b>7. Sponsored Giveaway Campaign</b> The best way to promote your event!	Customized on an individual basis



## **Rates & Opportunities**

YLC works on a fixed price model, as we believe in no-surprise price quotations. Contact us today to receive your custom advertising plan!

And a special note – small business owners are welcome!

We are always happy to give a little push to small businesses. YLC offers advertising opportunities from as low as 500 SEK / month!

## **Advertising Contact Information**

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*Need any help? Please don't hesitate to drop us a line!*