

# SCAN

MAGAZINE





# SCAN MAGAZINE

Scan Magazine is a unique English language showcase for Brand Scandinavia. It appeals to all those who have a relationship with or a connection to Scandinavia – through family, business, tourism, migration or investment.

Alongside our growing ex-pat readership and valued business partners, Scan Magazine is also for all the non-Scandinavians around the world who simply love Scandinavia: its vibrant culture and lifestyle, and in particular its design, which flourishes abundantly everywhere. And, of course, there are the marvellous tourism opportunities in Scandinavia itself.

## KEY SECTIONS

- Scan Travel
- Scan Design
- Scan Food
- Scan Business
- Scan News

## MEET OUR READERS

The Scan Magazine audience have a large degree of disposable income as well as time for leisure pursuits and travel. They have a particular interest in Scandinavian culture, business and design.

### The basics

- 18% of our readers are aged between 18 and 25
- 43% of our readers are aged between 25 and 40
- 41% of our readers are aged 40 +
- 16% of our readers have an annual income over £75,000 pa.

---

29% of our readers have children

---

9% of our readers own their own company

---

76% of our readers are degree qualified

---

59% of our readers hold industry related professional qualifications



## In need of services

36% of our readers privately educate their children

---

47% of our readers take holiday 2-3 times every year

---

18% percent of readers spend more than £3500 on holiday travel each year

---

38% of our readers are frequent users of courier and freight services

---

41% of our readers use tax advice services

---

48% of our readers are considering investing in property in the next 24 months

---

57% of our readers hold private health insurance

69% of our readers would prefer to use private health hospital or dental health services rather than the NHS

---

## Loving Scandinavian travel

29% of our readers fly to a Scandinavian country 3-4 times every year

---

26% of our readers fly to a Scandinavian country on business 2-3 times every year

---

92% of our readers have a particular interest in Scandinavian travel

## A passion for Scandinavian design

88% of our readers have a particular interest in Scandinavian interior design

---

21% of our readers spend more than £1200 annually on interior products for their home

---

72% of our readers have a particular interest in Scandinavian fashion

## WHAT THE PEOPLE WE WORK WITH SAY

**Our clients range from small entrepreneurs to large multinationals. We provide a professional and customized service. We know how to understand needs and wants of the customer and we know how to satisfy them.**

### Bergen Tourist Board

“Scan Magazine’s understanding of our product was excellent from the first moment we had contact. The editorial we did for Bergen and the fjord region was great!” *Marianne Johnsen, Marketing Manager, Bergen Tourist Board (Norway)*

### Maersk

“Our experience of working with Scan Magazine has been a very positive one. The team has been professional and easy to work with and we were very pleased with their coverage of the UK arm of our global business and its Danish heritage.” *Caroline Wolton, Communications Manager, Maersk Line UK & Ireland*

### Danish-UK Chamber of Commerce

“We did not know we needed Scan Magazine until we got it. Today we would not do without it! It gives us what we have always known to be ultra important: an Anglo-Nordic window to communicate with a Nordic and global audience interested in all Anglo-Nordic affairs, supported by our respective business communities.”

*Per Troen, Chairman, Danish-UK Chamber of Commerce*

### McGuireWoods London LLP

“With its pan-Nordic reach, Scan Magazine has fulfilled the excellent potential we recognised when it first appeared on the scene. As founder contributors and advertisers, McGuireWoods London LLP believe that Scan Magazine has proved itself as we have had a lot of positive feedback about it from many of our clients and contacts.”

*Bengt Grundberg, Marketing Manager, McGuireWoods London LLP*

## DISTRIBUTION

### In-flight

Scan Magazine is distributed to passengers on the following flights:

- British Airways/Sun Air flights between Billund/London City Airport and Billund/Manchester Airport.
- All City Airline routes which includes flights from Gothenborg/Manchester and Gothenborg/Birmingham.
- British Airways flights between Heathrow/Helsinki and Heathrow/Copenhagen.
- Eastern Airways European flights.

### Air Lounges & Gates

- Copenhagen Airport (Denmark)
- Gardermoen Airport, Oslo (Norway)
- Arlanda Airport, Stockholm (Sweden)
- Heathrow Airport- Scandinavian Airlines Lounges
- Heathrow Airport- Icelandair Gate Service & Business Lounges
- London Gatwick Airport – Servisair Lounges
- Luton Airport – Servisair Lounges
- Edinburgh Airport – Gate Service & Servisair Lounges
- Glasgow Airport – Gate Service & Servisair Lounges
- Aberdeen Airport – Gate Service & Servisair Lounges
- Manchester Airport – Servisair Lounges
- Birmingham Airport – Servisair Lounges

### Ferries

Stena Line Ferries at the Stena Plus Business Lounges onboard their 4 main routes to Ireland, their route to Hook of Holland, their route between Gothenburg (Sweden) and Frederikshavn (Denmark) as well as their route between Karlskrona (Sweden) and Gdynia (Poland).

DFDS Seaways Ferries in the passenger cabins on the ferry between Harwich (UK) and Esbjerg (Denmark).

#### Our advertisers

IKEA, Bang & Olufsen, Cass Business School, Lego, Handelsbanken, McGuireWoods, Northern Bank, Knightsbridge Hotel, Tuborg, BMI, Invest in Cumbria, Scandinavian Airlines, British Airways, Hardanger Fjord, Stena Lines, St. Anthony's Hospital, Copenhagen Capacity, Danish Bacon & Meat Council, Radisson SAS Hotels, Swedish National Museum of History, Fred. Olsen, Clas Ohlson, BoConcept, Brio, Lundsbergs Skola, ISS, Bergen Travel Hotel, Fjellferie, Ericsson, Thommessen, Cimber Air, Scandinavian Village, Iittala, Finnair, Hastens, Stolt-Nielsen.



### Nordic Embassies & Key Trade Centres

Scan Magazine is distributed at the Scandinavian Embassies in the UK, Germany and The Netherlands.

Scan magazine is distributed through outlets of Scandinavian companies such as Volvo, Danske Bank and BoConcept.

### By mail

Scan Magazine is sent personally addressed to all business members of the Danish, Swedish, Finnish and Norwegian Chambers of Commerce for the UK.

Scan Magazine is distributed through a number of additional Scandinavian hotspots in the UK, Germany, The Netherlands, and the Scandinavian countries.

For a full distribution list go to [www.scanmagazine.co.uk/distribution](http://www.scanmagazine.co.uk/distribution)

Pick up: 100% Readership: 85,000

Scan Magazine is published 11 times a year  
Total print run: 12,000

### Advertising

Taking a commercial position in Scan Magazine is a cost-effective means of reaching a vast group of interested buyers. Please contact our marketing department for additional information and to discuss the most appropriate package for your company.

Email [marketing@scanmagazine.co.uk](mailto:marketing@scanmagazine.co.uk)

#### Scan Magazine Ltd.

4 Baden Place, Crosby Row, London SE1 1YW, UK

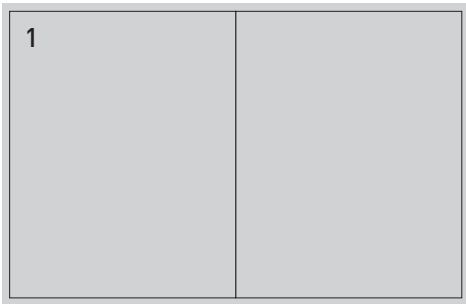
Phone +44 (0) 870 933 0423

Fax +44 (0) 870 933 0421

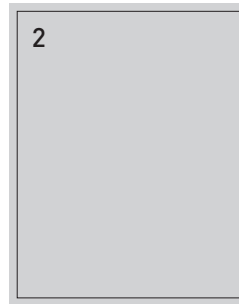
Email [info@scanmagazine.co.uk](mailto:info@scanmagazine.co.uk)

[www.scanmagazine.co.uk](http://www.scanmagazine.co.uk)

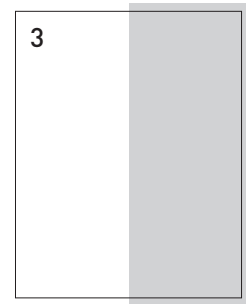
## MAGAZINE SPECS



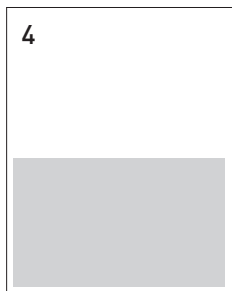
1  
Double page spread:  
430 x 270 mm  
[436 x 276 mm with 3 mm bleed]



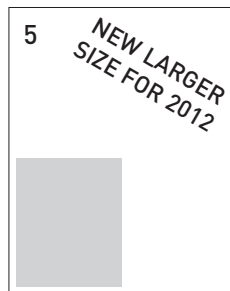
2  
Full page:  
215 x 270 mm  
[221 x 276 mm  
with 3 mm bleed]



3  
1/2 page portrait:  
105 x 270 mm  
[108 x 276 mm  
with 3 mm bleed]



4  
1/2 page landscape  
[no bleed]:  
205 x 127.5 mm



5  
NEW LARGER  
SIZE FOR 2012  
1/4 page  
[no bleed]:  
100 x 127.5 mm

### Artwork

All artwork should be delivered as Pdf – Made to the Press Ready standard in 300dpi, CMYK.  
3 mm bleed to be added to the artwork.

Tiff, Jpg, Eps and Ai files may also be accepted subject to viewing.

Word, Powerpoint and Publisher documents are not accepted.

Please email your artwork to [production@scanmagazine.co.uk](mailto:production@scanmagazine.co.uk)