

SKANDINAVIEN Nordis



Nordis

— DAS IST SKANDINAVIEN —

The No. 1 Scandinavian magazine
for the German-speaking market.

Since 1994

Media data
2026

#nordismagazin

NORDIS FACTS



- The most popular scandinavian magazine for the german-speaking market/area for 30 years
- Diversed/Varied article and reports/reportages from the sector travel, outdoor, culture, society, business, lifestyle.



- Proven strong financial readership with a high affinity and loyalty to scandinavian travels and products.
- Embedded in a wide range of media offers all about scandinavia: travel fair SkandinavienWelt, NordCamper (Camping guide for scandinavia), Online (www.skandinavien.de, Facebook, Instagram)



- Print run: 38.000 copies
Circulation (without fairs/conventions, cooperations, etc.): 30.000 copies
Substribtion circulation (includes Scanclub and DNF Members): about 12.000 copies

- Published 6x a year, since 1994.



- Nordis ePaper: around 500 pdf downloads per magazine via online shop on www.skandinavien.de
- Distribution: Press distribution, subscription, newsstand, digital, travel fairs and cooperation partners

Nordis magazine is printed and delivered to subscribers in a climate-neutral way. Certificates available on request.



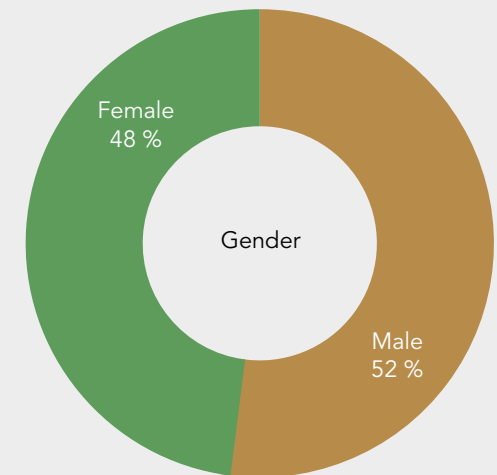
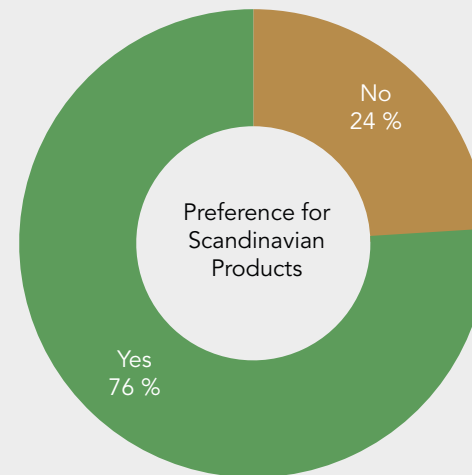
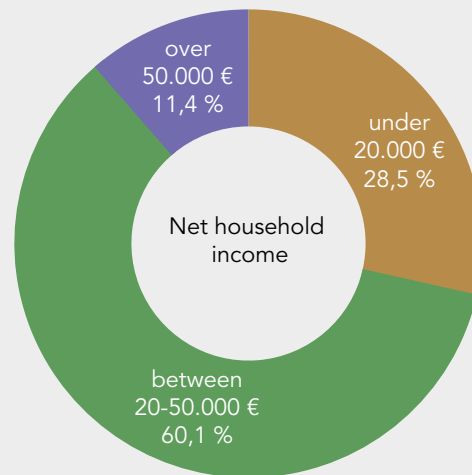
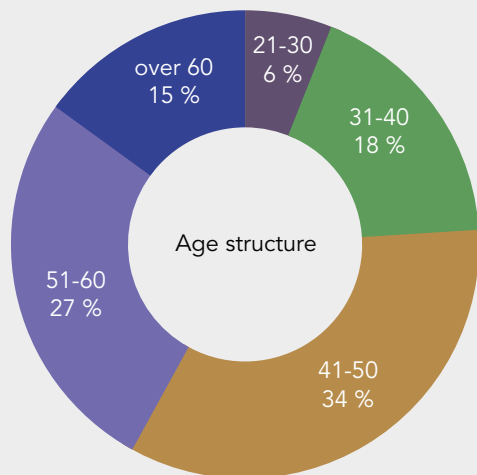
Nordis



Readership 2026

Current, detailed surveys prove it:

Nordis - The magazine for Scandinavia and Northern Europe reaches the steadily growing target group of Scandinavian holidaymakers and Northern Europe enthusiasts. They are keen travellers and communicators, active in sports, with high-income and ready to travel. Northern Europe fans show a close and long-standing connection to Scandinavia and are receptive to a wide range of topics. They are far more interested than average in products and services from Scandinavia. Nordis readers are an attractive target group across all sectors.



ADVERTISING RATES & SIZES

2/1 page

2/1 page (Trimming edge)¹⁾
420 (B) mm x 297 mm +3 mm*

4c: 7.500,- €

1/1 page

1/1 page
178 (w) mm x 262 mm

in the Trimming edge
210 (w) mm x 297 mm +3 mm*

4c: 4.450,- €

1/2 page

1/2 page (landscape)
178 (w) mm x 128 mm
Trim: 210 (w) x 143 mm + 3 mm*

1/2 page (portrait)
87 (w) mm x 262 mm
Trim: 99 (w) x 297 mm + 3 mm*

4c: 2.450,- €

1/3 page

1/3 page (landscape)
178 (w) mm x 84 mm
Trim: 210 (w) x 99 mm + 3 mm*

1/3 page (portrait)
56 (w) mm x 262 mm
Trim: 70 (w) x 297 mm + 3 mm*

4c: 1.750,- €

1/4 page

1/4 page (landscape)
178 (w) mm x 61 mm

1/4 page (portrait)
87 (w) mm x 128 mm

4c: 1.400,- €

1/8 page

1/8 page (landscape)²⁾
87 (w) mm x 61 mm

1/8 page (portrait)²⁾
41 (w) mm x 128 mm

4c: 900,- €

Magazine Supplements per request.
The prices do not include the statutory VAT and need to be added.

¹⁾ Trim for other sizes, after consultation, without extra pay possible. 2) Placement only in certain spots possible: „Reiseservice, Immobilien, Kleinanzeigenmarkt“.
*3mm trim around the document.

DATES 2026

Mag.-No.	First day of sale	Deadline	Printing material deadline
1/2026	19.12.2025	20.11.2025	27.11.2025
2/2026	27.02.2026	30.01.2026	08.02.2026
3/2026	24.04.2026	26.03.2026	02.04.2026
4/2026	26.06.2026	29.05.2026	05.06.2026
5/2026	28.08.2026	31.07.2026	07.08.2026
6/2026	30.10.2026	01.10.2026	09.10.2026
1/2027	18.12.2026	20.11.2026	27.11.2026
NordCamper 2027	17.12.2026	13.11.2026	20.11.2026

Advertising rates
No. 32
Valid from
October 2025

Magazine size (A4)
210 x 297 mm

ADVERTORIALS & REPORTS ON WWW.SKANDINAVIEN.DE

Take advantage of the storytelling opportunity and book an article/report on www.skandinavien.de and have a benefit from the enormous reach of this homepage. In an attractive environment, your story will get the reach and attention that will have a measurably positive effect for you. If you have any questions about the extensive possibilities, we will be happy to help you.

1 article or advertorial on www.skandinavien.de:

- Nordis provides a qualified author
- The article is created in consultation with the customer.

The article is published for one week "Recommendation" on the homepage www.skandinavien.de (by arrangement).

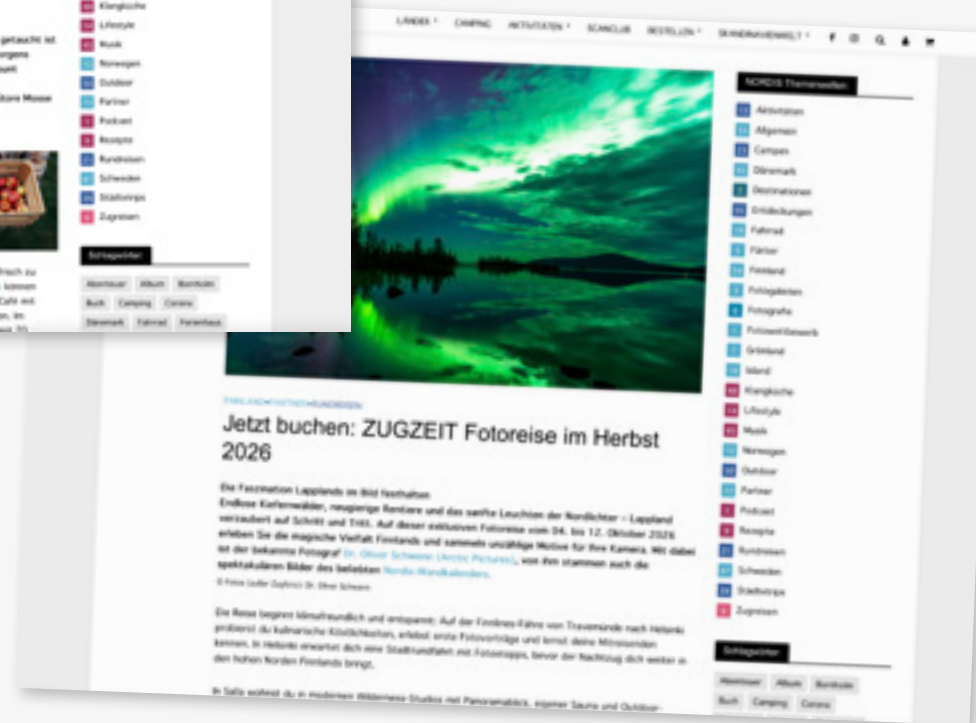
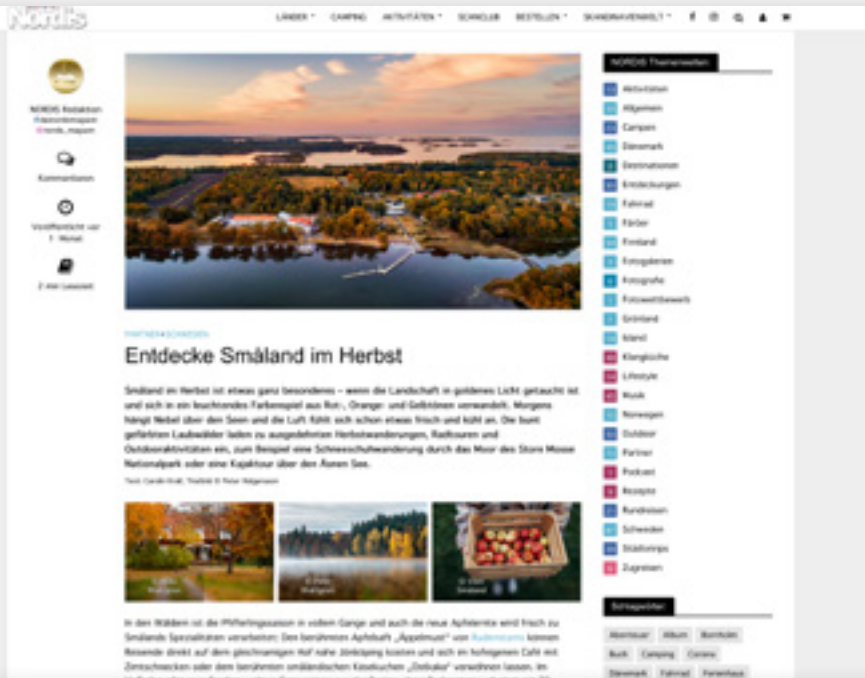
The article is published in the monthly Nordis B2C newsletter (approx. 18,000 recipients).

The article is advertised on the Nordis Facebook page (current reach approx. 35,000 people/month)

Package price: 1.300,-€ net

For the price of €1,600 net, an advertorial, 1/4 page, in the printed Nordis magazine is included in the package. This allows you to combine online and print with little effort.

- In average 80.000 - 100.000 unique visitors per month on www.skandinavien.de
- Many interesting articles and competitions, everything is freely accessible: there is no paywall on the website!
- Own Online shop for all Nordis products (might also partner products)
- Scanclub and SkandinavienWelt with it own Landingpage on www.skandinavien.de:
www.skandinavien.de/nordis-scanclub and
www.skandinavien.de/skandinavienwelt



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Materialinfo

Paper:
PEFC Lumi gloss, 250 g/m²
(cover)

PEFC Lumi gloss, 90 g/m²
(content)

printing profi l:
ISOCoatedV2

printing process:
Rollenoffset

www.nordis.de
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