

Lost in Stockholm

Media Kit: Fall 2011



www.lostinstockholm.com

info@lostinstockholm.com

The Story

Hejsan!

In 2008, Lost in Stockholm began as a blog about dating and life. It quickly morphed into the personal story of one Indian-American woman, Sapphire, moving to Sweden for love and work.

Today LiS is the premier website for expatriates, students, love refugees*, and professionals.

A unique platform

LiS is a one woman show: Sapphire. There are no “venture capitalists” or “investors.” There are no companies behind the website; it’s a wholesome blog gone global.

Lost in Stockholm is about writing directly to the community to bridge the world of Sweden to, the world.

The site maintains a personal relationship with fellow bloggers in the Swedish- English community as well as heavy comment interaction on the blog itself.

Why Advertise?

We seek advertisers looking to help English speakers in Sweden integrate into the Swedish culture. From fikas to Skatteverket to favorite restaurants, advertisements are an extension, a community of businesses, to help newcomers and veterans alike.

www.lostinstockholm.com

info@lostinstockholm.com

Stats & Organic Search

Stats

32,000 Monthly Unique Visitors

55,000 Monthly Page Views

3753 Comments

418 Comments on Most Popular Post

800 Facebook Fans

700 Twitter Fans

Alexa Rank 300,000

Alexa Rank Sweden 4,000

Page Rank 4

Top Keywords

Swedish girls

Lost in Stockholm

Swedish men

Swedish women

Living in Sweden

Living in Stockholm

Dating Swedish Men

Dating Swedish Women

Swedish fashion

Stockholm card

Swedish candy

Advertising Placements

Reach more than 32,000 targeted people a month on Lost in Stockholm.

If you want to promote a Stockholm business and have the support of a real Stockholmer, you have come to the right place.

Features across the site on all pages:

Location	Size	One Month Cost	Six Months Cost
A	300X300	1500	7000
B	300X150	1000	5000
C	200X200	500	2500

*Cost in SEK

To inquiry about discounts and special ad rates, please email us at info@lostinstockholm.com

The screenshot shows the homepage of 'Lost in Stockholm'. At the top, there is a navigation menu with links for Home, About, Blogroll, Jobs in Sweden, and Contact, along with a search bar. The main header features the site's logo and a tagline: 'Living in socialist Sweden dating the Swedish man - Oh, yea, it's awesome!'. Below the header, the page is divided into several sections:

- Article 1: 'It's Snowing in May'** (dated May 3, 2011). This article contains a large purple rectangular placeholder labeled 'A' on the left side.
- Article 2: 'Wacky Hats at the Royal Wedding'** (dated May 2, 2011). This article contains two smaller purple rectangular placeholders labeled 'B' on the left side.
- Article 3: 'Valborg 2011 in Stockholm'** (dated May 2, 2011). This article contains a large purple rectangular placeholder labeled 'C' on the right side.
- Most Popular Posts:** A list of popular articles including 'The New Questions on Swedish Dating (418)', '10 Things I Hate about Sweden (281)', 'The Dying Questions for the Swedish Men (243)', and 'Dating in Sweden...We Americans need a guide (203)'.
- Right Sidebar:** Contains social media links for Twitter, RSS, and Flickr, a Facebook widget for 'Lost in Stockholm' with 621 likes, and a grid of user avatars.

www.lostinstockholm.com

info@lostinstockholm.com

Custom Solutions

Sometimes an ad block isn't enough to get the message out.

Featured Article

A Featured Article is the perfect way to tell your story. Instead of a banner ad, a featured article offers Lost in Stockholm readers an opportunity to the WHYs of your company.

Do you want to promote a hot air balloon ride or the next best hotel in the city? Or maybe you a small business selling cakes and books and want to reach a wide audience.

Featured Article + Ad Block

Want to cover the bases and get maximum exposure? A Featured Article and a banner ad will do just do.

Contact for price quotes and scheduling.

NOTE

We take advertising seriously and therefore can refuse an advertiser if it does not fit the mission of the site. Inappropriate content, gambling, porn, drugs are unwelcomed. Businesses promoting and living the wonderful Stockholm life are welcomed!

www.lostinstockholm.com

info@lostinstockholm.com

Tack & Hejdå!

Vi hoppas att vi ses snart ... We hope to
see you soon

//Sapphire