

# Advertising Rates for Grapevine.is

Website and newsletter

**The number of page views each month is around 300,000**

## What is grapevine.is?

Grapevine.is is a leisure and information website meant for those interested in, or travelling to Iceland. Grapevine.is is the web outlet of The Reykjavík Grapevine, as well as offering other material better suited for the Internet. This includes for example daily news, videos, music and other media. The site offers in-depth and lighter articles on what's happening in Iceland, whether they are cultural or current affairs. There is a lot of coverage of travel and other activities available to those who travel to Iceland.

## Who reads the site?

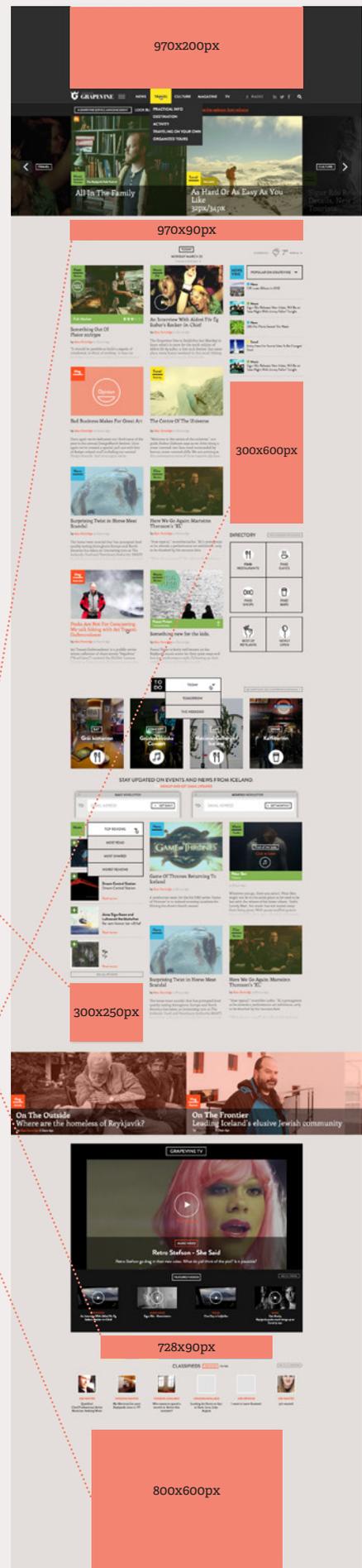
Research and surveys have concluded that most of grapevine.is's readers are those interested in Iceland and Icelandic culture. Tourists planning to visit the country are also a large part of the readership.

## Statistics

- The website receives on average 30-40,000 unique readers per week.
- Of those, 80-85% visit the site from outside of Iceland.
- Each reader visits on average 3-4 sub-pages.
- The number of page views is generally around 300-400,000 per month.

## Targeted ads

We offer ads targeted at specific groups of readers. For example, an ad can be set up to only display to visitors from North America, or another specific market area. Ads can also be configured so that they only appear to mobile and tablet users. In this way, the rate can be reduced, all the while getting more out of each impression.



## Advertising rates and sizes

### Grapevine NET

Sizes: 300x250 and 728x90 px.

Both sizes submitted by the advertiser, a maximum of nine ads are then rotated in the spaces available.

Impressions	Mobile (per month)	Price (per month)	Aprox. Duration
40,000 +	25,000 ISK	40,000 ISK	mánuður
120,000 +	22,500 ISK	36,000 ISK	þrjú mánuðir
240,000 +	21,250 ISK	34,000 ISK	hálf ár
480,000 +	18,750 ISK	30,000 ISK	ár

### Grapevine NET +

Sizes: 300x600, 970x90 or 800x600px.

One size submitted by the advertiser, a maximum of three ads are rotated in the space available.

Targeted ads available.

Impressions	Price (per month)	Aprox. Duration
70,000+	98,000 ISK	mánuður
210,000+	91,000 ISK	þrjú mánuðir
420,000+	77,000 ISK	hálf ár
840,000+	63,000 ISK	ár

### Partnership (High visibility)

Custom ads available, for example using the website's background and border areas.

Minimum size	Price (per week)	Placement
970x200 px	150,000 ISK	front page, sub-categories, pages

### Newsletters

Size: 468x60px. Only one advertiser per newsletter.

Price (per month)	Placement
40,000 ISK	Top of newsletter