

# ICELAND REVIEW

Volume 43

2005

A colourful magazine featuring insightful articles on Iceland's nature, culture, society and various forms of entertainment, as well as stunning photographs.

With subscribers in more than 100 countries. Gift subscriptions from Icelandic exporters to their customers abroad. Wide international distribution by the Icelandic Foreign Service and by Icelandair, the national flag carrier.



Distributed to travel agencies and tour offices abroad that offer tours to Iceland. Also available at international conferences held in Iceland and given free of charge to hotel guests around Iceland.

Iceland Review offers advertisers a unique opportunity to reach a wide audience of people with an interest in Iceland and Icelandic affairs. Each year, Iceland Review presents a special section devoted to travelling in Iceland and the West Nordic Region.



ICELAND REVIEW

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## A NEW YEAR - A NEW LOOK - A NEW SIZE

In 2005 Iceland Review will be published in a new size. This will make the magazine even more appealing and complement its photography better than before. The new size will be seen in the first issue in 2005. The size being 22,0 X 26,0 cm.

## PRINT RUN - DISTRIBUTION

Iceland Review is published four times a year, with a print run of up to 15.000 copies per issue. Subscriptions, gift subscriptions, distribution by Icelandic companies and institutions to individuals and companies abroad.

## PUBLISHING SCHEDULE 2005

	Circulation period	Reservation deadline	Material deadline
1. SPRING	March	18. February	25. February
1. SUMMER	June	20. May	27. May
3. AUTUMN	September	12. August	19. August
4. WINTER	November	28. October	4. November

## ADVERTISING RATES IN USD (4 colour)

	Fig.	USD	Size in cm
1/1 page	B	2,410	20,5 x 25,0*
2/1 page (double page spread)	A	4,130	43,0 x 25,0*
2/3 page (2 columns)	C	1,850	12,6 x 23,3
1/2 page (horizontal)	D	1,447	19,2 x 11,6
1/2 page (vertical)	E	1,447	12,7 x 17,1
1/3 page (1 column)	F	1,044	6,1 x 23,3
1/4 page (1/2 column double)	G	1,044	12,7 x 11,6
1/4 page (horizontal)	H	787	19,2 x 5,6
1/3 page (3/4 column)	I	787	6,1 x 17,1
1/6 page (1/2 column)	K	563	6,1 x 11,6
1/6 page (1/4 horizontal)	L	563	12,7 x 5,6
Back cover		3,998	20,5 x 25,0

\*BLEED (add 3mm on each side to a trimmed page)

Trimmed page	22,0 x 26,0
2/1 page (double page spread) trimmed	44,0 x 26,0

Inside front cover 15% extra.

## FREQUENCY DISCOUNTS

The publisher grants discounts on consecutive space orders made at the same time:  
Two insertions: 5% Three insertions: 10% Four insertions: 15%

## TECHNICAL REQUIREMENTS

The magazine is offset-printed on slightly wood-containing paper. FINISHING: perfect bound. Advertisement material is to be sent in digital form according to the following specifications:  
DIGITAL AD MATERIAL: This can be submitted on CD or on-line to [icelandreview@heimur.is](mailto:icelandreview@heimur.is). The data should be suitable for Adobe Creative Suite. Photoshop format saved in EPS, TIFF, JPG or PDF format. The ad should be submitted in the exact size it is to be in the magazine \*(for bleeding - extra 3mm for trimming). Photos in digital form, logos, graphics and fonts used should also be included together with a colour print-out at 100% of the advertisement. All files must be separated in CMYK-colours (black overprint). If the colour print-out is not included, the added cost will be charged to the advertiser.