

NORDICUM

scandinavian business magazine

‘No one knows the North like NORDICUM’

What is NORDICUM ?

NORDICUM Scandinavian Business Magazine is a bimonthly periodical magazine on business, economics and politics in Northern Europe. **NORDICUM** has been published since 1993 providing its readers with analyses of the driving forces behind the Baltic Sea market area. Each edition of **NORDICUM** includes an in-depth look at a particular industry or area.

Who Reads NORDICUM ?

NORDICUM's readers are business professionals with contacts and interests throughout the region. 57% of our readers are doing business in Scandinavia and another 17% are planning to do so in the future. The annual income of our readers is over USD 100 000 (18%), USD 50 000 – 99 000 (34%) and USD 30 000 – 49 000 (about 20%).

Where is NORDICUM read?

The printing of **NORDICUM** is at least 15,000 copies. Circulation is based on subscriptions, newsstand sales and targeted distribution. **NORDICUM** is also offered by leading airlines and airports to their customers and is available by subscription at competitive rates. **NORDICUM** special editions are also distributed to leading decision-makers and institutions.

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PUBLICATION DATES AND SPECIAL THEMES

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Issue 1 February
• Transportation & Logistics

Issue 2 April
• Pulp & Paper

Issue 3 June
• Energy & Environment
• Biotechnology

Issues 4 - 5 October
• Cruise & Shipping
• Travel

Issue 6 December
• Real Estate
• Architecture

NORDICUM Russia
August
• Energy
• Pulp & Paper
December
• Russian Trade

TECHNICAL DATA:

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