Schwedenstube

schwedenstube.de

Media kit

UPDATED NOVEMBER 2026

The German-language portal for Sweden. Since 2002.

2,999	107	30,000	18,000
articles	regions	page views per month	newsletter readers

The portal

The Schwedenstube has been the German-language portal for Sweden since 2002. Readers come for recipes, regions, days out, travel and everyday life: what people eat in Sweden, where to go, how they live there. All editorial, all in German, all in one place.

The portal is a reference work, not a news feed. 2,999 articles, sorted by 50 topics and 107 regions — from Småland to Norrland, from Christmas recipes to literature. Anyone planning a trip finds the landscape, the towns, the days out and how to get there. Anyone cooking finds the recipe and the ingredient.

Reach

Metric	Value	Basis
Page views per month	**30,000**	**Operator's figure, 09/11/2026**
Growth	around 6,000 in February 2024, **roughly five times as many** since then	**Operator's figure**
Articles	**2,999**	**Site API, 09/11/2026**
Static pages	63 — home page, overviews, marketplace	**Site API**
Regions with content	**107**	**Site taxonomy**
Topics	**50**	**Site taxonomy**
Newsletter "Schwedenwoche"	**18,000 readers**, 4 issues a month, 48 a year	**Operator's figure**
Marketplace categories	**9**	**Site**
Schwedenforum, partner portal	26,503 threads, 131,871 posts, 8,272 members	**Measured 02/11/2026**
Online since	**2002**	**Operator's figure**

> The reach figures are the operator's own and are not audited by IVW. Articles, topics and regions are measured through the site's API and can be counted.

Who reads the Schwedenstube

German-speaking readers who travel to Sweden, have lived there or dream of it — Germany, Austria and Switzerland. Many are planning right now: a trip, a recipe, a day out, a place to stay. That is the moment when a recommendation counts. The language is German: anyone searching for Sweden in German ends up here.

Why advertising works here

The site is contextual. Anyone reading a recipe is two clicks away from the ingredient. Anyone planning a region is two clicks away from somewhere to stay. There is no scatter, because there is no general audience: every reader shares the same interest, only at a different point. There are no banners and no pop-ups — advertising appears as text where the reader has finished the article.

Your advertising on schwedenstube.de

Four products, each with a monthly price. All prices net.

Product	What you get	Price net	Term
Sponsorship box	Logo, name, one sentence and one link at the end of every page in your area. One sponsor per area.	**from €80/month**	3 or 12 months
Newsletter placement	A block in the "Schwedenwoche" newsletter, marked as a sponsor. One sponsor per issue.	**€90/month**	3 or 12 months
Marketplace entry	Your own page in a marketplace category: logo, text, contact, one link.	**€120/month**	monthly
Advertorial	An editorial article in your topic context, clearly marked, with a link.	**€490** in the first month, then **€190/month**	monthly

Each product has its own sheet: placement, layout, example and price. It comes with the offer.

Provider

Schwedenstube.de is a project by Karsten Piel.

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Marketing

Marketing is handled by PHOENIXSEO. Enquiries, offers and bookings go through the agency.

Frank Pfabigan — PHOENIXSEO
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The contracting party is the owner. Invoices are issued by Karsten Piel.

Notes

- All prices net. Customers in Sweden: without German VAT (reverse charge, Art. 196 of the VAT Directive). Customers in Germany: plus 19 % VAT.
- Payment in advance.
- Paid placements are labelled "Anzeige", "Presented by …" or "Sponsor".