Schwedenstube
schwedenstube.de

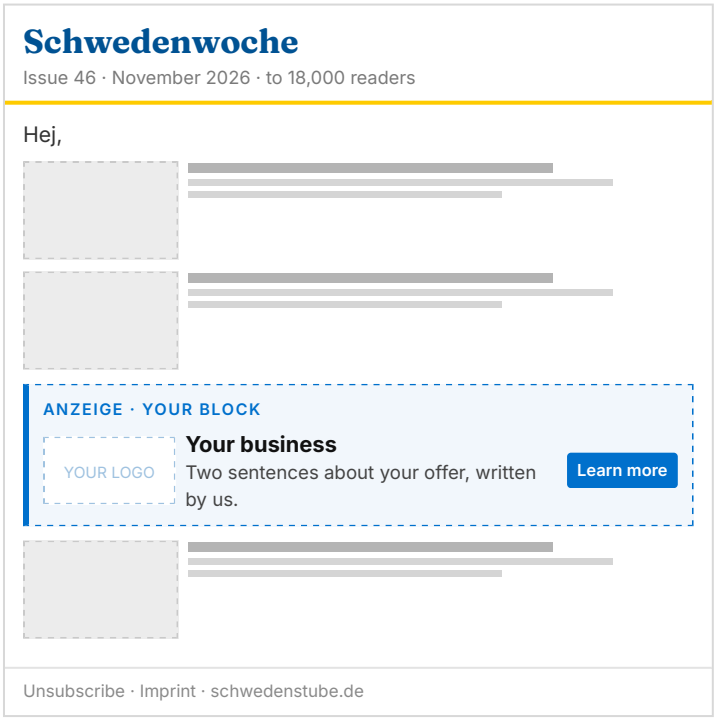
Newsletter placement

UPDATED NOVEMBER 2026

Four issues a month. One sponsor per issue.

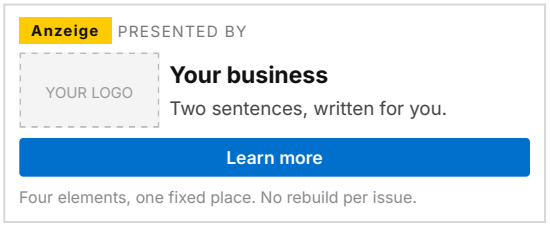
Your block sits in the same place in every issue of the „Schwedenwoche“: logo, name, two sentences and a link, labelled as an advertisement. The newsletter goes out four times a month to 18,000 readers who have subscribed to it.

ONE ISSUE, AS IT ARRIVES



Schematic. This is how an issue is built — header, editorial part, your block, footer. The grey areas stand for articles, not for real content.

YOUR BLOCK, CLOSE UP



WHAT THE SLOT HOLDS

- your **logo** and the **name** of your business
- **two sentences** — we write them, you approve them
- a **link** to your site
- the label marking it as an advertisement

WHAT IT IS NOT

- not an article of your own — you rent a slot in the newsletter
- not a rented list: the newsletter belongs to Schwedenstube, the readers subscribed to it themselves
- no lasting visibility — once the issue is out, the block is gone

The link carries **rel="sponsored"**. When the term ends, the block is removed from the template.

€90 / month

net, for one slot in every issue.

- **Season:** 3 months, about 12 issues — €270
- **Year:** 12 months, about 48 issues — €1,080
- **Term:** renews automatically, cancellable monthly at the end of the term
- **From you:** logo, name, target address — we write the two sentences

Marketing: Frank Pfabigan, PHOENIXSEO, info@phoenixseo.de · **Provider:** Karsten Piel, Lindenstraße 5a, 23558 Lübeck, VAT ID DE257542222