

# Using The Local: newsletters



## Your direct route to 40,000 foreign professionals

Every Friday our editors send a summary of the week's news to our registered users – our most loyal and responsive readers. Many companies, including airlines, financial service providers, schools and business software makers, have chosen to talk directly to this captive audience.

### Weekly email

A banner ad in the editor's newsletter can be a powerful, targeted message on its own or a valuable addition to a wider campaign.

BANNER SIZE	SEK PER THOUSAND SENT MAILES
160*160	200 SEK
160*600	350 SEK

### Dedicated newsletter

For maximum impact we will create a newsletter dedicated to your product or service. Sent on a Tuesday morning, your campaign is introduced by The Local, building on the trust we have established with our readers over the last six years.

SEK PER THOUSAND SENT MAILES
1000 SEK