



**JOIN US AND BECOME PART OF
A RISING FORCE**

Advertise at
www.nordicwellbeing.com

A RISING FORCE

nordicwellbeing.com offers Nordic and Nordic-related lifestyle companies a unique opportunity to be part of a rising force in the global wellness industry. Why join us and this rising force?



1) Get Your Piece of the “Three Trillion Dollar”¹ Wellness Industry

By advertising at nordicwellbeing.com, you align your business with the rapidly growing wellness industry and profile your company as one concerned with your customers’ wellbeing.

2) Gain from Association with the Leading Authority on Nordic Wellbeing

Julie Lindahl is the leading expert on Nordic Wellbeing. For the past ten years, she has been researching, writing and speaking about this subject matter, which today is increasingly growing in popularity as a marketing tool among the Nordic countries. Further information about Julie Lindahl is available at www.julielindahl.com.

3) Strengthen Your Company’s CSR Position

As a Nordic Wellbeing company, you become associated with positive values such as concern for the environment, ethics and integrity.

4) Great Offers for New Advertisers

Strengthen the export potential of your company in North America. Reach a potential market of 10 to 11 million Americans of Nordic origin² through a medium that is particularly appealing in challenging economic times due to its free subscription service.

5) For Nordic-based companies: Communicate in the International Language of Business

Position your company as one able to communicate its values, products and services on a site about the Nordic region produced in high quality English language.

¹ The New Wellness Revolution by Paul Zane Pilzer

² The United States Statistical Bureau

E-MAGAZINE CONTENT

nordicwellbeing.com provides readers with a wide range of interest articles for a wellbeing lifestyle. Throughout the calendar year we regularly rotate feature articles from different lifestyle areas on the e-magazine. Various features of the magazine are updated weekly. Our feature articles fall within the following five lifestyle areas: Design; Food; Gardens & Herbs; Outdoor Life and Relaxation. In each section you can read a currently featured article and previously featured articles. An Editorial introduces the theme for each issue.



You can also enjoy the following additional features:

Nordic Highlights: Notable Nordic Wellbeing happenings, events, people and destinations.

The Nordic Wellbeing Cookbook & Directory: Recipes from the site gathered together in one place and organized by ingredient. Shortly to include health, eco and ethics ratings.

Nordic Soundscapes: Music inspired by the imagery of the site especially composed for nordicwellbeing.com and soon to include reviews of other music by innovative Nordic artists.

Nordic Wellbeing Community: A forum for readers to communicate with the e-magazine and with one another about facts, views and information. Includes health news.

Relaxation Room: A unique place to meditate on the web.

All Articles: A directory that places all of the articles in the various sections of the e-magazine at the reader's fingertips.

Newsletter: Sign up for our periodical letter with information about developments on the site.

Free E-cards: Our beautiful images and positive thoughts to send to family and friends.

Free Good Life Calendar: A convenient printable four-month calendar for organizing life.

E-MAGAZINE CONTENT CONTINUES

Blogs and special columns include:

The Accidental Ergonomist: Distinguished ergonomist Tim Finucane shares the secrets of increasing your power, not pain.

Sara's Green Room: Environmentalist and geographer Sara Borgström introduces readers to her natural world and helps them get to know theirs. Includes latest environment news from the Nordic region.

Julie's Kitchen: A kitchen blog full of tried and tested delightful recipes with Nordic inspiration.

Julie's Nordic Island: Spontaneous weekly thoughts about good living told from two Nordic islands (in co-operation with thelocal.se that reaches over a half a million unique visitors per month).

Paavo's Bytes: Food and entertainment guru Paavo Turtiainen shares some of the secrets of his divine kitchen.

Sharing Thrift: Design expert Johanna Svenonius lends a new perspective to items that we might otherwise throw away.



OUR READERS

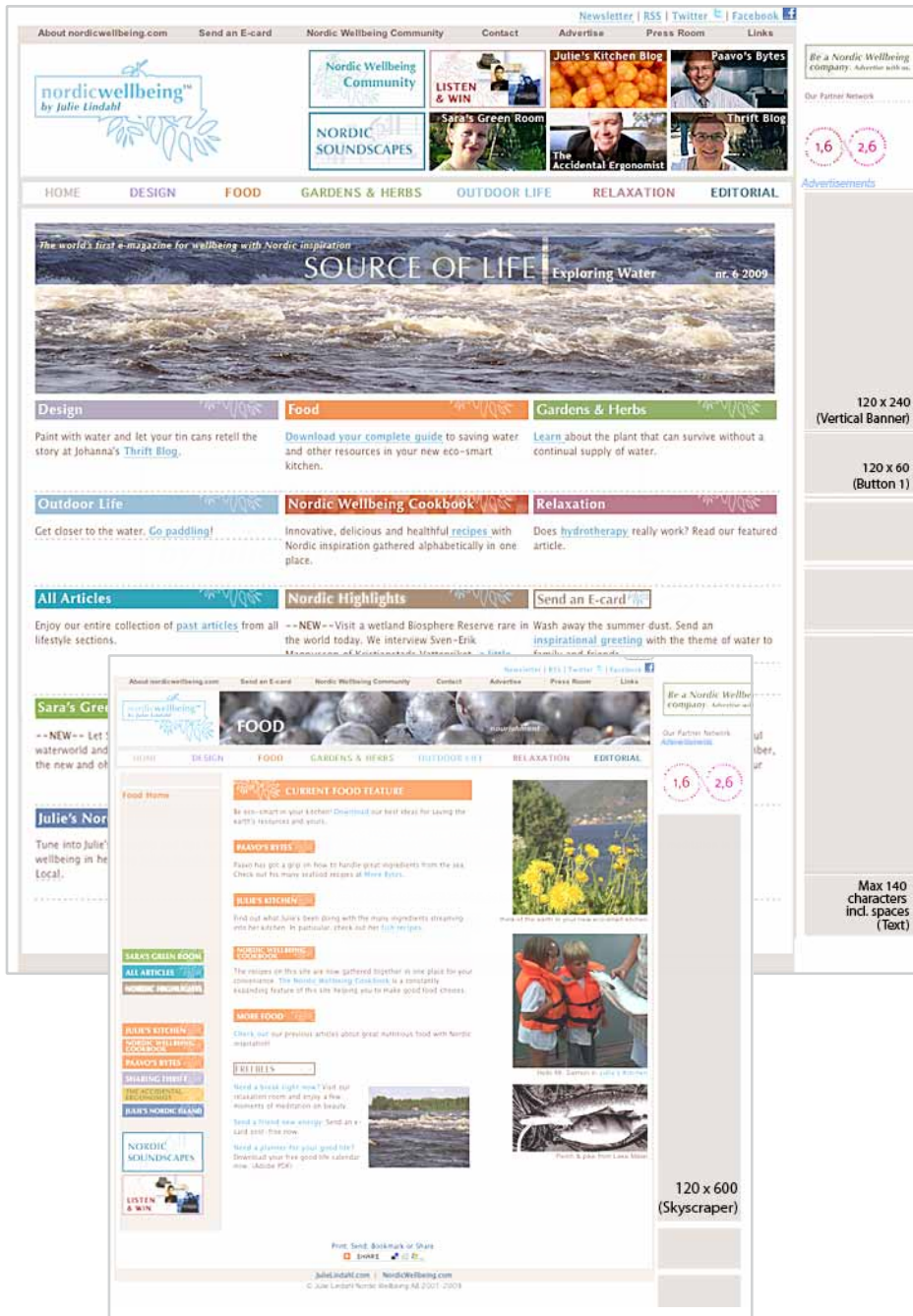
Our readers share a similar interest: the Nordic region and the rich wellness culture it has to offer. Our readers are interested in visiting the Nordic region, using Nordic products and services, and creating new business networks. We search for new Nordic Wellbeing interested readers continuously both in the United States and Europe.



Our Readers

- reside mainly in the United States and Europe;
- are aged 35+;
- are mainly female;
- have a higher education degree;
- are interested in culture, nature, the environment and holistic wellbeing;
- are highly communicative and provide us with frequent feedback;
- are institutions engaging in Nordic cultural and educational activities;
- are leisure industry enterprises including amongst others hotels, spas and associated merchandising.

For further statistical information about nordicwellbeing.com,
please contact us at
julie@nordicwellbeing.com



Our Offer

During 2009 your company's name will be linked in our newsletter for as long as you advertise at nordicwellbeing.com. We send out 1-2 newsletters per month.

LEVEL 1: Home Page

| | | |
|-----------------------------|-----------|----------|
| Button 1 (120 x 60) | SEK 8 000 | USD 1130 |
| Vertical Banner (120 x 240) | 9 600 | 1360 |
| Skyscraper (120 x 600) | 12 000 | 1700 |
| Text | 3 200 | 450 |

LEVEL 2: Current Featured Lifestyle Home Page

| | | |
|-----------------------------|-------|------|
| Button 1 (120 x 60) | 5 600 | 790 |
| Vertical Banner (120 x 240) | 7 200 | 1000 |
| Skyscraper (120 x 600) | 9 600 | 1360 |
| Text | 2 000 | 280 |

LEVEL 3: Other Features' Home Pages:

- Other lifestyle areas except current feature
- Nordic Highlights
- Nordic Soundscapes
- Sara's Green Room

| | | |
|-----------------------------|-------|------|
| Button 1 (120 x 60) | 3 200 | 450 |
| Vertical Banner (120 x 240) | 4 800 | 680 |
| Skyscraper (120 x 600) | 7 200 | 1000 |
| Text | 800 | 113 |
| Text E-card | 800 | 113 |

Discounts

Available on the total advertising price when advertising on more than one level simultaneously and/or longer than one month. It is possible to change the content of your company's advert(s) when advertising for longer than one month.

| Level / Duration | 1 Month | 3 Months | 6 Months |
|------------------|---------|----------|----------|
| 1 Level | - | 5% | 10% |
| 2 Levels | 5% | 7% | 12% |
| 3 Levels | 10% | 12% | 15% |

Prices (USD and SEK/Month excl. VAT) and discount percentages are valid for 2009. Prices for US-based advertisers are subject to adjustment based on currency fluctuations.

PUBLISHING INFORMATION 2009

Editorial Direction

Julie Lindahl Nordic Wellbeing AB reserves the right to reject advertisements that do not comply with our editorial direction.

Technical Specifications

Adverts without flash We accept following formats: gif, jpg and png.

Flash All flash films are required to have a calm tempo in order to keep the calm feel of the e-magazine. Please, see an example for a flash film under “Advertise” at nordicwellbeing.com.

Text Adverts Maximum of 140 characters including spaces.

Payments and Currency Fluctuation

In order to book an advertising space, we require a booking fee of 20 percent. The booking fee cannot be reimbursed in case of cancellation. Final payment of balance is within 10 days of receipt of invoice.

English Language Services for Nordic Companies & Organizations

If you require English language services for editing or translating your web site, we can arrange this at a reasonable rate.



CONTACT DETAILS

If your company is interested in advertising at nordicwellbeing.com, please contact:

Julie Lindahl

Founder & Concept Creator

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www.nordicwellbeing.com is owned and produced by

Julie Lindahl Nordic Wellbeing AB

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