

If this email doesn't display correctly, please click [here](#).



| 29.04.2010

Publicitas becomes exclusive partner for Svenska Dagbladet in the UK

We are pleased to announce the great news that, as of April 26th, Publicitas Ltd is the **Svenska Dagbladet** exclusive UK media partner, adding Sweden's leading and most distinguished quality media to our premium brand offering.

Sweden is not only the top market in the Nordics, with Stockholm being the financial and business capital; it is also the most visited country in the region. Stockholm has the highest representation of multinational companies and is undoubtedly one of the world's most knowledge-intensive and innovative regions.

SvD's editorial standing is seen as aspirational by newspapers worldwide. SvD is the newspaper of reference in Sweden and is certainly one of the most valued media brands in the world. Following Sweden's strong newspaper tradition, SvD has one of the highest subscription rates in the world and the respect with which SvD's editorial profile is viewed is self-evident: SvD is the essential newspaper for Swedish business-people, policy and decision-makers.

The SvD group has an impressive portfolio of additional products such as *Näringsliv* - Sweden's largest business and finance paper, reaching over one quarter of those who hold private shares and one third of the Board Members in Stockholm or *Svd.se* Sweden's most clicked on website by the business community or *Jobb24* the largest recruitment offering, etc

Naturally, we are delighted about this new partnership and we will strive to communicate further the unparalleled importance of SvD among the Swedish high-profile business audience to the UK media community.

We shall be pleased to provide you with any information you might require on Sweden or SvD's media.

Kind regards,

Maria Noviello
 Director of Sales - EMEA
 Publicitas Ltd
 T +44 (0)20 7592 8310
 maria.noviello@publicitas.com
 www.publicitas.com/uk

Johanna Krantz
 Sales Manager "Allmedia" - EMEA
 Publicitas Ltd
 T +44 (0)20 7592 8308
 johanna.krantz@publicitas.com
 www.publicitas.com/uk



SvD



Thomas Meixner
Publicitas Ltd
Sales Manager, Recruitment & Classified
T +44 (0)20 7592 8308
thomas.meixner@publicitas.com
www.publicitas.com/uk

[top](#)

www.publicitas.com/uk

[Contact](#) | [Unsubscribe](#) | [Update my profile](#) | [Recommend this Newsletter](#)

© Publicitas Inc. 2010

Publicitas Ltd.

Gordon House, 10 Greencoat Place, London SW1P 1PH

Tel +44 20 7592 8300

A company of PUBLIGroupe