



LIKESWEDEN

MEDIA PARTNERSHIP KIT · MAY 2026

Sweden, *unfiltered.*

The English-language platform bringing Sweden's culture, life, and brands to a global audience — rooted in Gothenburg, reaching the world.

PRIMARY CONTACT

Karolina Pikus · business@likesweden.com

1.2M
MONTHLY VIEWS

37.6K
FOLLOWERS

60%
SWEDEN-BASED

71%
AGE 25-44



The go-to English voice on *life in Sweden*.

LikeSweden reaches **people who live in Sweden or are moving here** — internationals, expats, and newcomers navigating everything from the housing market to fika culture. It's the platform they trust for honest, unfiltered insight.

Founded by Karolina Pikus, LikeSweden has grown into a full-time English-language media brand spanning Instagram, TikTok, YouTube, and a long-form blog. Alongside content creation, Karolina co-runs Pikus Media — a boutique creative agency — meaning every brand partnership comes with professional production built in.

Content pillars: Swedish culture & humor · practical life in Sweden · news & current affairs · brand stories · places worth knowing.

English-first

Sweden-rooted

International audience

Professional production



CONTACT

business@likesweden.com

+46 (0)73 972 46 45

likesweden.com

1,217,993

VIEWS IN 30 DAYS · 99.3% ORGANIC

370K

ACCOUNTS REACHED / 30 DAYS

69.6%

NON-FOLLOWER REACH

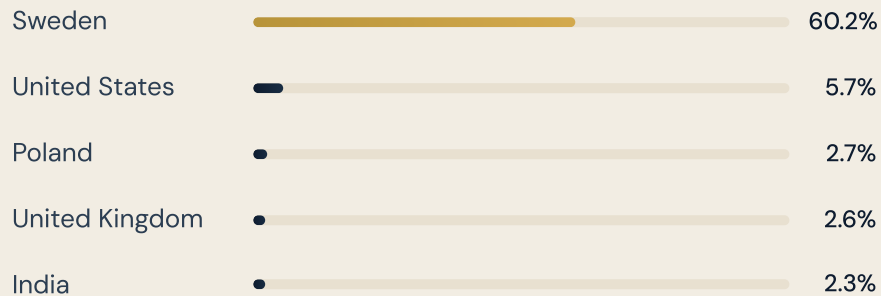
+1,650

NEW FOLLOWERS / MONTH

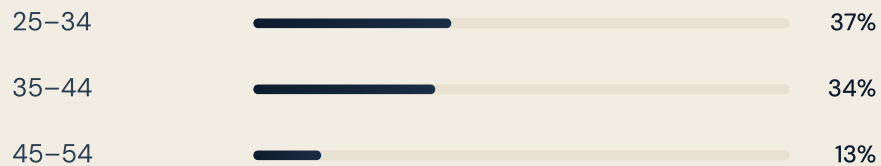
79.7%

VIEWS FROM REELS

FOLLOWERS BY COUNTRY



AGE BREAKDOWN



Why this audience is valuable to brands

60% of followers are based in Sweden — not just Swedes, but internationals and newcomers actively building their lives here. This is an audience in an active decision-making phase: choosing banks, apartments, insurance, phone plans, language courses, and local services.

71% are aged 25-44 — prime purchasing years, with disposable income and real financial decisions ahead of them.

69.6% of views come from non-followers, meaning sponsored content reaches well beyond the existing community — every post is a discovery engine.

Choose your *collaboration*.

All packages include campaign reporting. Custom formats and retainer arrangements available on request.

STARTER

Visibility

Ideal for testing the audience. Fast to produce, immediate reach.

4 500 SEK

+ VAT · one-off

- ◆ 1 sponsored Instagram Reel (60 sec.)
- ◆ 5-frame Story sequence with swipe-up link
- ◆ Caption copywriting included
- ◆ 7-day performance report

*Content usage rights for brand's own channels:
+1 500 SEK*

STANDARD

Presence

Full cross-platform campaign. Most popular for ongoing partnerships.

9 500 SEK

+ VAT · one-off

- ◆ 1 sponsored Instagram Reel
- ◆ 1 TikTok video (same campaign)
- ◆ Story sequence on Instagram
- ◆ 1 sponsored blog article (SEO)
- ◆ Content usage rights included
- ◆ 14-day performance report

Monthly retainer (3+ months): 7 500 SEK/mth

RECOMMENDED

PREMIUM

Story

In-depth brand documentary. "Inside Swedish Brands" format or custom.

from 18 000

SEK + VAT · produced by Pikus Media

- ◆ Full YouTube documentary episode (15–25 min)
- ◆ Short-form cuts for IG + TikTok
- ◆ Professional production by Pikus Media
- ◆ Behind-the-scenes content for brand's channels
- ◆ Full content ownership for brand
- ◆ Blog companion article

Price varies by scope. Contact for a tailored quote.

How your brand *appears*.



INSTAGRAM · TIKTOK

Sponsored Reel

Short-form vertical video (30–90 sec.) integrating your brand naturally into LikeSweden's storytelling. Highest reach format — 79.7% of all monthly views come from Reels. Labelled "Paid partnership" per Swedish Konsumentverket requirements.

FROM

4 500 SEK



YOUTUBE

Inside Swedish Brands

Documentary-style episode exploring how your company works, what your team is like, and what makes your brand distinctly Swedish. In English, for a global and resident audience. Long shelf life, strong brand storytelling, produced by Pikus Media.

FROM

18 000 SEK



BLOG · SEO

Sponsored Article

Long-form content on likesweden.com — written to rank and to last. Ideal for brands targeting people searching "how to live in Sweden", "best [service] in Sweden" etc. Includes SEO metadata and permanent placement.

FROM

2 500 SEK



ANY CHANNEL

UGC Content Production

Professional photo and video content produced by Karolina and Pikus Media — delivered for your brand's own channels. Ideal for brands that need Sweden-authentic content for ads, websites, or social without running a public campaign.

FROM

6 000 SEK

Brands we've *worked with.*

FEATURED COLLABORATION · PAID

c/o Markaryd

Multi-article sponsored content series. On-location visits, editorial photography, and long-form storytelling across blog and social.

◆ 3-4 sponsored articles · Set of reels/tiktoks

FEATURED COLLABORATION · SWEDEN

City Box Stockholm

Hotel partnership with video content and editorial coverage targeting the English-speaking audience planning stays in Stockholm.

◆ Reel + blog article · Photo package for the brand

ALL PARTNERS — CLICK TO VIEW CONTENT

c/o Markaryd

City Box Stockholm

IceBar Stockholm

Hotel C Stockholm

Dog Bakery Stockholm

Hallongården Trelleborg

Jimmy & Joan's Göteborg

Havshotellet Malmö

Patisserie David Malmö

Malmö by Bike

CE LA VI London

3Locks Brewery London

Mr Fogg's London

Grounded London

Lujan Luxury Property

Marienhage Eindhoven

Firmoo

WHY PARTNER WITH LIKESWEDEN

01

A predominantly Sweden-based English-speaking audience

04

1.2M monthly views, 99.3% organic

60% of followers are based in Sweden — an English-speaking audience rooted in Sweden, not just passing through. Your message lands where people actually live.

Sponsored content rides a channel that grows without paid advertising. Your brand appears alongside content people actively seek out — not in an ad break.

02

An audience actively making life decisions

Internationals and newcomers are the highest-intent audience for Swedish brands — actively choosing banks, insurance, housing, and services for the first time.

03

Production included — no agency needed

Karolina co-runs Pikus Media. Professional photo, video, and content is built into every partnership. Faster delivery, higher quality, no extra cost from a third party.

Compliance & transparency

All sponsored content is clearly labelled per **Swedish Konsumentverket guidelines** and Instagram's partnership policies. Paid content is marked "Paid partnership" or "Ad" prominently at the start of each post.

Written collaboration agreements for every partnership. VAT registered:
SE950618376401

LET'S WORK TOGETHER

Ready to reach *Sweden?*

Whether you're a Swedish brand looking to reach international residents, or a global brand entering the Swedish market — LikeSweden puts your story in front of the right people, in the right language, with production quality you'd expect from an agency.

PLATFORM REACH

Instagram

39.5K · 1.2M views/mo

TikTok

7.2K followers

YouTube

2K subscribers

Facebook

2.5K followers

Blog

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SEND A BRIEF →

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GOOD FIT FOR

Relocation services

Banking & fintech

Housing & property

Language learning

Swedish lifestyle brands

Hotels & travel

Insurance

Food & grocery

"An English-speaking community rooted in Sweden — reaching the people who actually live here."