

Husvagn & Camping is Sweden's best advertising channel for selling recreational vehicles and camping trailers, both new and used.



Photo: Anders Wallsten

HUSVAGN & CAMPING IS THE BEST IN SWEDEN AT REACHING THOSE WHO WANT TO PURCHASE A RECREATIONAL VEHICLE

BIGGEST WITHIN MOBILE LEISURE

Since its launch in 1976 Husvagn & Camping has been the favourite magazine for Sweden's over 300,000 caravan and motorhome families. One fact that more and more advertisers have also discovered. Our advertising rates and large reach make your advertising campaign extremely cost effective. Very financially strong readers between 40 and 69 years who you can reach at lowest contact cost due to our attractive advertising rates. We welcome you as an advertiser – when you want to achieve long term and lasting results.

106.000 readers per issue

Source: Orvesto Consumer Full year 2020

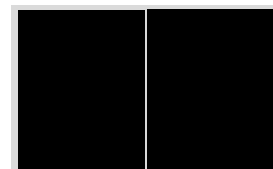
SPECIAL EDITION CAMPING CATALOGUE 2022

The catalogue is a compilation about independent camping sites in Sweden. In the catalogue you can also find lists of parking spaces and rest areas. The catalogue has sales of around 21.000 copies. The catalogue has become a concept in Sweden, and it has been very much in demand during the past year.

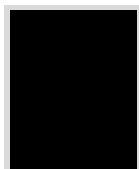


PUBLICATION DATE:
MARCH 11

FORMAT / PRICES / PUBLICATION DATES



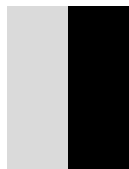
2/1 (2x) 208x278 mm +5 mm bleed
SEK 28 200
2/1 1st spread
SEK 36 720



1/1 208x278 mm +5 mm bleed
SEK 18 200
1/1 4th cover
SEK 21 700
1/1 3rd cover
SEK 20 200



1/2-sida horizontal
183x120 mm
SEK 11 900



1/2-sida vertical
87x244 mm
SEK 11 900



1/4-page horizontal
183x58 mm
SEK 7 300



1/4-page vertical
87x120 mm
SEK 7 300



1/4-page portrait
43x244 mm
SEK 7 300



1/8-page horizontal
183x27 mm
SEK 4 100



1/8-page portrait
87x58 mm
SEK 4 100

Request for placement of ad +10%

Frequency Discount	Volume Discount
3-5 adverts 15%	100 000:- 4%
6-8 adverts 20%	200 000:- 5%
9-11 adverts 25%	300 000:- 6%
12 > adverts 30%	400 000:- 7%
	500 000:- 8%

The announcement of:

PUBLICATION SCHEDULE 2022

Issue	Copy date	Publication date
2	21 Dec	20 Jan
3	21 Jan	17 Feb
4	25 Feb	24 Mar
5	23 Mar	21 Apr
6	22 Apr	19 May
7	18 May	16 Jun
8	23 Jun	21 Jul
9	29 Jul	25 Aug
10	26 Aug	22 Sep
11	23 Sep	20 Oct
12	28 Oct	24 Nov
1 2023	25 Nov	22 Dec

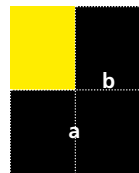
Husvagn & Camping Campingkatalogen

Copy date 26 January

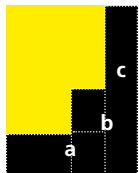
Publication date 11 March



Classified pages



a. 1/2-page
183x120 mm
SEK 10 300
b. 1/2-page
87x244 mm
SEK 10 300

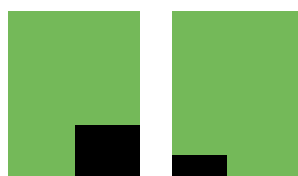


a. 1/4-page
183x58 mm, SEK 6 400
b. 1/4-page
87x120 mm, SEK 6 400
c. 1/4-page
43x244 mm, SEK 6 400



a. 1/8-page
183x27 mm
SEK 3 500
b. 1/8-page
87x58 mm
SEK 3 500

Välkommen Campinggäst



1/6-page
87x79 mm
SEK 2 900
1/12-page
87x38 mm
SEK 1 900

Prices for these ads concerns only special ads in the ad title
 Välkommen Campinggäst. You can also buy more special
 ads and make a bigger ad.

TECHNICAL SPECIFICATION

CREATIVE SOLUTIONS

You might want to do something out of the ordinary to become even more visible. In that case we have lots of creative solutions. Contact your sales representative to find out more. Information is also available at annons.storyhouseegmont.se

PRODUCTION OF ADVERTISEMENTS

We can assist with production of simple advertisements. Advertising material that we receive for production can be sent in the following file formats: PDF, EPS, TIFF, JPG. All picture material should be 300 dpi for the best possible quality.

Price: 245 SEK per every started period of 15 minutes. The final cost for production of advertisements will be specified on your Advertising invoice.

MATERIAL GUIDE



Material ready for printing
 All prepared advertising material that is sent in to the magazine must be ready and checked for printing. To be supplied in PDF format.



5 mm bleed
 The creative should have 5 mm bleed. Spreads shall be delivered like a left and a right side in two separate files.



300 dpi
 All pictures in the advertisement must have a minimum resolution of 300 dpi.



CMYK
 All pictures must be defined in CMYK. Spot colours (PANTONE) are to be converted to CMYK.

● ICC-profiles for print can be downloaded at annons.storyhouseegmont.se

● We do not accept open documents.

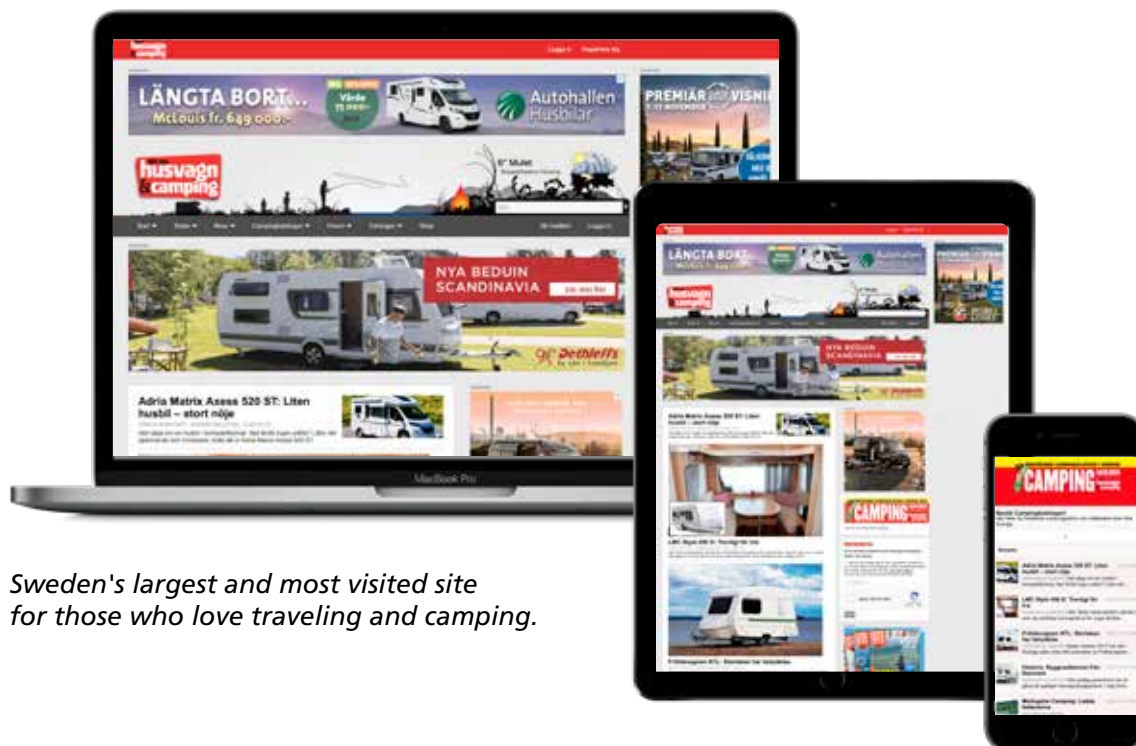
To book advertising contact the sales department:
 switchboard: +46 (0)8-692 01 00 annons.storyhouseegmont.se

QUESTIONS CONCERNING ADVERTISING MATERIAL:
trafficannons@egmont.se switchboard: +46 (0)8-692 01 00

All titles at:
annons.storyhouseegmont.se

We bring stories to life

story
house
 EGMONT



*Sweden's largest and most visited site
for those who love traveling and camping.*

REACH NEW TARGET GROUPS ONLINE

www.husvagnochcamping.se is Sweden's largest and most visited website within mobile leisure.

The new, redesigned site is continuing to grow and is constantly being further developed. Our website gives you access to a large proportion of the people who have recently begun to consider buying a caravan or motorhome. For many visitors the site is their gateway to a mobile life and they are our future readers.

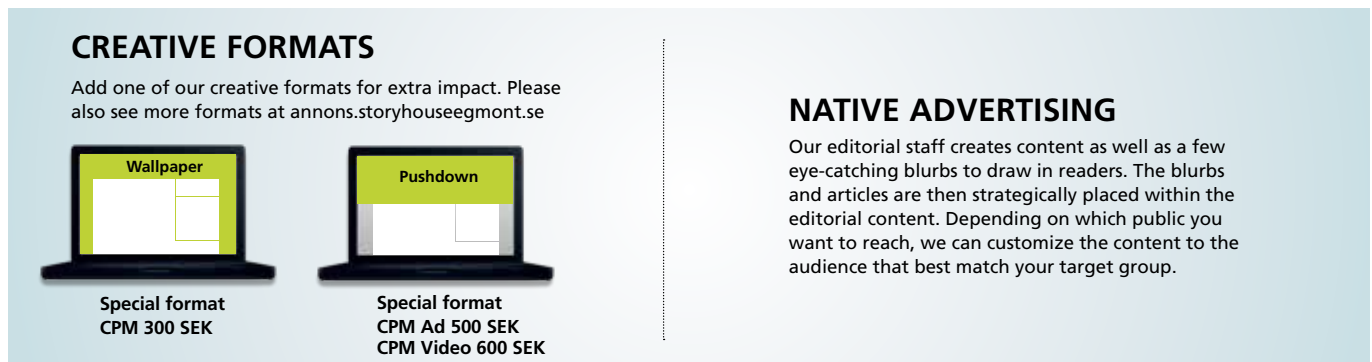
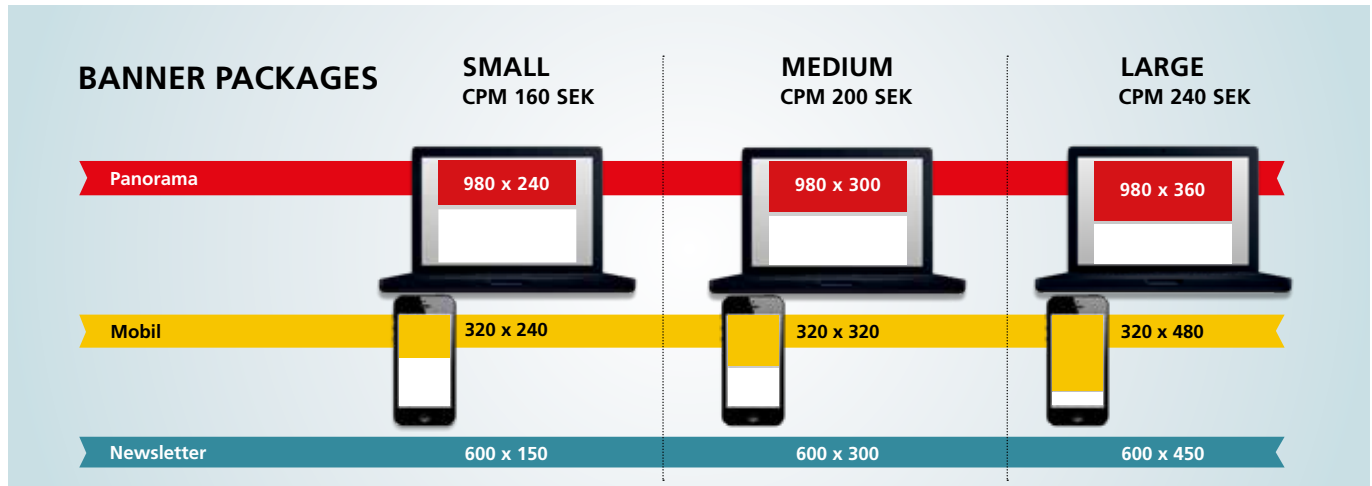
husvagnochcamping.se: 110.000 unique visitors/month.

Source: Google Analytics



Foto: Anders Wallsten

FORMATS & PRICES HUSVAGN & CAMPING 2022



TECHNICAL SPECIFICATIONS

ADVERTISING MATERIAL

Ad material should be sent according to the technical specifications as given.

ADVERTISEMENT PRODUCTION

We can help with ad production of flash adverts. Contact your salesperson for prices. Ad material we receive for production can be sent in the following formats: EPS, TIFF, JPG. Photo material should be at least 72 dpi for best quality.

DELIVERY OF AD MATERIAL

Ad material should be sent to:
Email address: webbannons@egmont.se

Other delivery is according to agreement. Material should be delivered a minimum of three working days before the campaign start date for testing purposes. If adjustments must be made by Story House Egmont the material should be sent sooner.

For more information see material specifications at annons.storyhouseegmont.se

RULES FOR CANCELLATION:

Cancellations later than 14 days before the material day (as given in the price list) will be charged a fee of 25% of the ad space value. Cancellations later than one week before material day will be charged the full amount.