



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.

116.000 readers per issue

Source: Orvesto Consumer Full year 2021

### SPECIAL EDITION

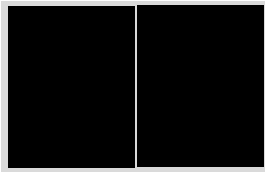
#### CAMPING CATALOGUE 2023

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.

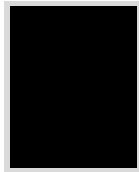


PUBLICATION DATE:  
MARCH 9

## FORMAT / PRICES / PUBLICATION DATES



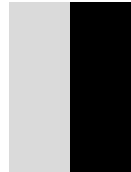
**2/1 (2x) 208x278 mm +5 mm bleed**  
**SEK 30 000**  
**2/1 1st spread**  
**SEK 39 300**



**1/1 208x278 mm +5 mm bleed**  
**SEK 19 500**  
**1/1 4th cover**  
**SEK 23 200**  
**1/1 3rd cover**  
**SEK 21 600**



**1/2-sida horizontal**  
 183x120 mm  
**SEK 12 700**



**1/2-sida vertical**  
 87x244 mm  
**SEK 12 700**



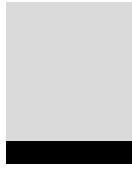
**1/4-page horizontal**  
 183x58 mm  
**SEK 7 800**



**1/4-page vertical**  
 87x120 mm  
**SEK 7 800**



**1/4-page portrait**  
 43x244 mm  
**SEK 7 800**



**1/8-page horizontal**  
 183x27 mm  
**SEK 4 400**



**1/8-page portrait**  
 87x58 mm  
**SEK 4 400**

**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:

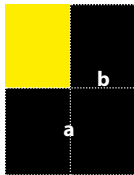
## PUBLICATION SCHEDULE 2023

Issue	Copy date	Publication date
2	21 Dec	19 Jan
Special	05 Jan	07 Feb
3	20 Jan	16 Feb
4	24 Feb	23 Mar
5	22 Mar	20 Apr
6	19 Apr	17 May
7	17 May	15 Jun
8	22 Jun	20 Jul
9	28 Jul	24 Aug
10	25 Aug	21 Sep
11	22 Sep	19 Oct
12	27 Oct	23 Nov
1 2024	24 Nov	21 Dec

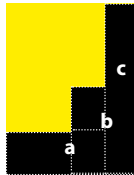
Husvagn & Camping Campingkatalogen  
 Copy date 25 January  
 Publication date 09 March



## Classified pages



**a. 1/2-page**  
 183x120 mm  
**SEK 11 000**  
**b. 1/2-page**  
 87x244 mm  
**SEK 11 000**



**a. 1/4-page**  
 183x58 mm, **SEK 6 800**  
**b. 1/4-page**  
 87x120 mm, **SEK 6 800**  
**c. 1/4-page**  
 43x244 mm, **SEK 6 800**



**a. 1/8-page**  
 183x27 mm  
**SEK 3 800**  
**b. 1/8-page**  
 87x58 mm  
**SEK 3 800**

## 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](https://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, AI, 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 as a left and a right side in the same file.

● Joboptions for print can be downloaded at [annons.storyhouseegmont.se/adspecs](https://annons.storyhouseegmont.se/adspecs)



### 300 dpi

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



### RGB/CMYK

We accept image files in both RGB and CMYK. Spot colours (PANTONE) will be converted to CMYK.

● We do not accept open documents.

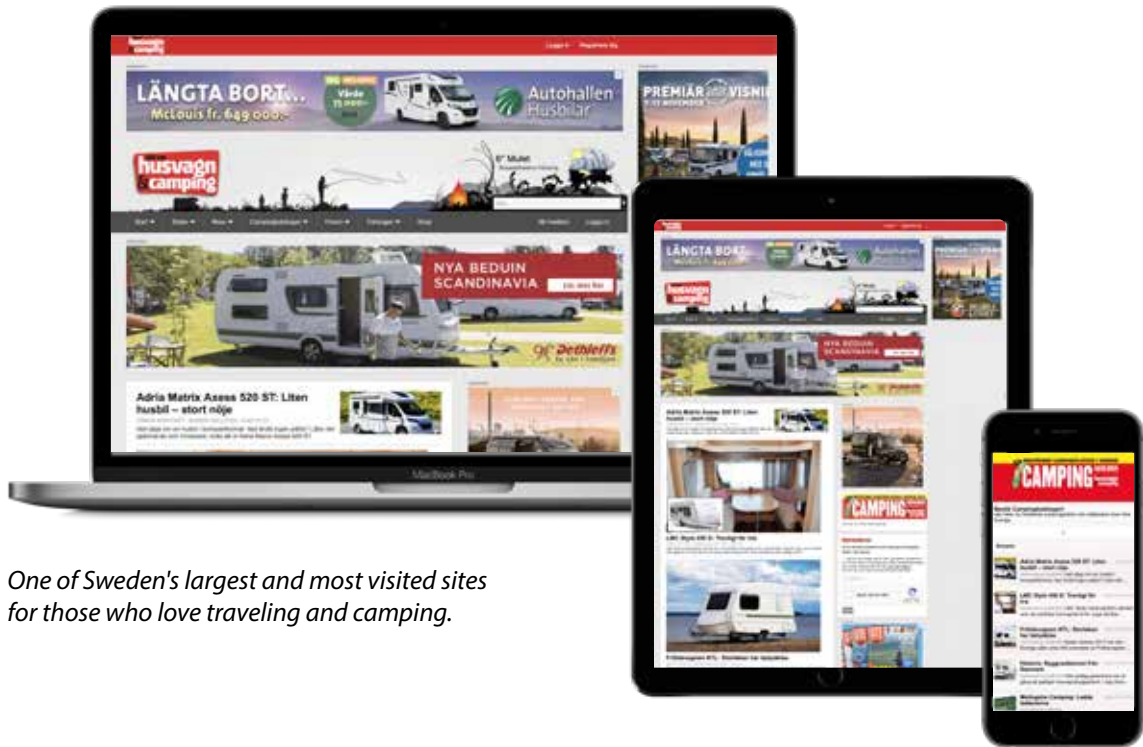
**To book advertising contact the sales department:**  
 switchboard: +46 (0)8-692 01 00 [annons.storyhouseegmont.se](https://annons.storyhouseegmont.se)

**QUESTIONS CONCERNING ADVERTISING MATERIAL:**  
[trafficanons@egmont.se](mailto:trafficanons@egmont.se) switchboard: +46 (0)8-692 01 00

All titles at:  
[annons.storyhouseegmont.se](https://annons.storyhouseegmont.se)

*We bring stories to life*

**story**  
**house**  
 EGMONT



*One of Sweden's largest and most visited sites for those who love traveling and camping.*

## REACH NEW TARGET GROUPS ONLINE

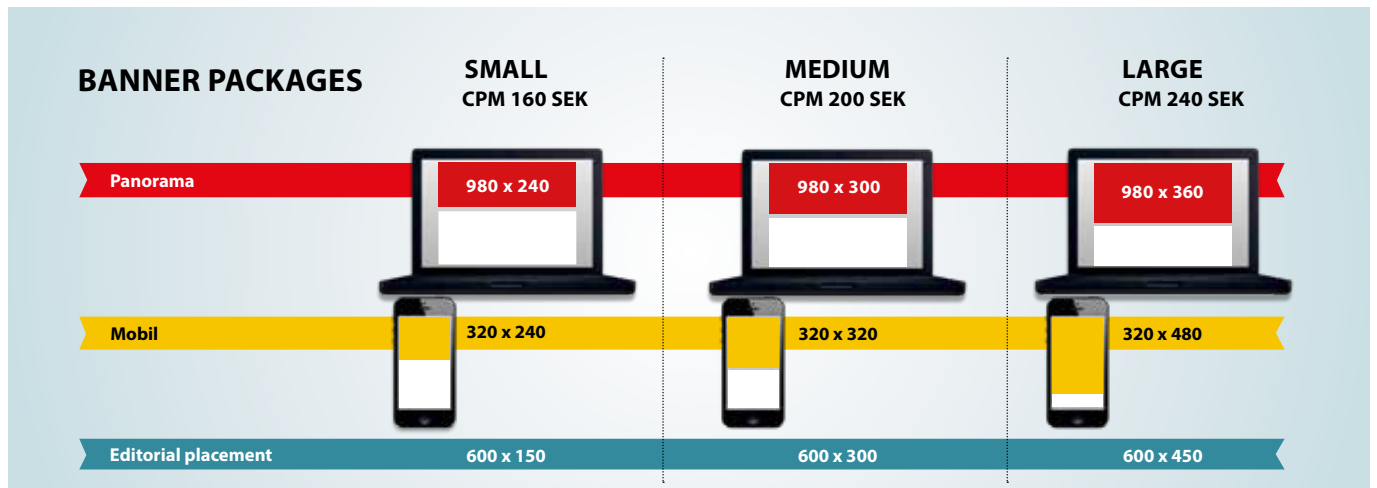
[www.husvagnochcamping.se](http://www.husvagnochcamping.se) is one of Sweden's largest and most visited websites within mobile leisure. The site is continuing to grow and is constantly being further developed. Our website gives you access to a large proportion of the people who have recently begun to 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



### CREATIVE FORMATS

Add one of our creative formats for extra impact. Please also see more formats at [annons.storyhouseegmont.se](https://annons.storyhouseegmont.se)

<b>Wallpaper</b> Special format CPM 300 SEK	<b>Pushdown</b> Special format CPM Ad 500 SEK CPM Video 600 SEK
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### NATIVE ADVERTISING

Our editorial staff creates content as well as a few eye-catching blurbs to draw in readers. The blurbs and articles are then strategically placed within the editorial content. Depending on which public you want to reach, we can customize the content to the audience that best match your target group.

## 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: AI, 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](mailto: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](https://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.