

Sweden's largest travel magazine!



Photo: Getty Images

TRAVEL AS A PASSION

Vagabond is Sweden's leading travel magazine. The first issue was published in 1987 and since then the magazine has grown every year. It is now in a class of its own as Sweden's strongest brand when it comes to travel inspiration and travel information. The magazine's well-informed travel tips, well-written travel reports and fantastic pictures have repeatedly won a number of prestigious prizes and the editorial staff includes The Journalist of the Year and Columnist of the Year. Quality and passion always goes hand in hand in everything that Vagabond produces, whether it is the magazine or digital travel guides.

Curiosity is what drives readers on, and this curiosity also extends beyond discovering new destinations and cultures. New products, new technology, experiences in general, as well as food and drink are important in the lives of Vagabond readers. Vagabonds readers are unique and 58 percent are women.

TARGET GROUP & COVERAGE

- Vagabond is Sweden's largest and leading travel magazine.
- Gender: 58 % women, 42 % men.
- The average age is 49.
- The reader lives in a city with a high disposable income.
- Highly-educated.
- The readers spend over 17.000 SEK on holidays abroad. Mixes weekend trips with further-flung destinations.

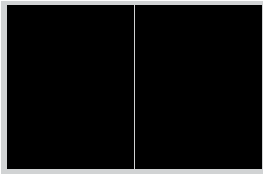
CIRCULATION AND COVERAGE

- 121.000 readers
- (Source: Orvesto Consumer 2022 Full year)
- Unique visitors to vagabond.se: 281,000/month

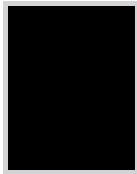
EVENT 2023

The Mediterranean Day	May
Vagabond at Sthlm Central Station	Nov

FORMAT / PRICES



2/1-page (2x) 225x298 mm
+5 mm bleed
SEK 64.100



1/1-page 225x298 mm
+5 mm bleed
SEK 39.900
1/1-page
Back page cover
225x263 mm
+5 mm bleed
SEK 47.800



1/2-page horizontal
193x124 mm
SEK 24.800



1/2-page vertical
94x253 mm
SEK 24.800

Requested position +10%

PUBLICATION SCHEDULE 2023

Issue	Copy date	Publication date
2	03 Jan	02 Feb
3	22 Feb	23 Mar
4	31 Mar	04 May
5	15 May	15 Jun
6	12 Jul	10 Aug
7	23 Aug	21 Sep
8	04 Oct	02 Nov
1 2024	22 Nov	21 Dec

SUPPLEMENTS

- Fixed: stapled or glued on advertisement and as sample.
- Loose: max. format 215 x 288 mm, min. 105 x 148 mm.
- Selected: subscribers.
- Enclosed in plastic: with activity letter selected for, for example, retailers.
- Co-produced: 4–32 pages, material high-resolution pdfs, 225 x 298 mm bleed.

Ask for quotation

PRICES SUPPLEMENTS

WEIGHT IN GRAMS	SEK/UNIT
< 20 g	1:50
21–35 g	1:70
36–49 g	1:80
> 50 g	ask for quotation

Additional costs apply for supplements when they are either glued, enclosed in plastic and/or selected supplements.

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, 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.

DELIVERY OF ADVERTISING MATERIAL

Ad Delivery Portal:

<https://simplead.egmont.com/swe/>

CANCELLATION RULES

Cancellation less than 14 days prior to the price list copy deadline will be charged a booking fee of 25% of the value of the booked space. If cancellation is made less than a week before copy deadline, we reserve the right to bill agreed ad rates. Cancellation regarding our premium ad placements, Back cover and 1st Spread less than 30 days prior to the price list copy deadline will be charged a booking fee of 50% of the value of the booked space. When canceling a part of a campaign we reserve the right to charge a discount that has been incorrectly received.

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.



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.

● Joboptions for print can be downloaded at annons.storyhouseegmont.se/adspecs

● We do not accept open documents.

● Note that important information should not be placed over the spine as the magazine is glue bound. If this has to be the case, the text should be spaced out a few extra mm over the spine.

To book advertising contact the sales department:

switchboard: +46 (0)8-692 01 00 annons.storyhouseegmont.se

QUESTIONS CONCERNING ADVERTISING MATERIAL:

trafficanons@egmont.se switchboard: +46 (0)8-692 01 00

All titles at:
annons.storyhouseegmont.se

We bring stories to life

story
house
EGMONT

Vagabond.se is Sweden's most complete online travel destination. Here you'll find everything from guides, reports, photo galleries and contests to blogs and the latest news.



SWEDEN'S MOST COMPLETE TRAVEL WEBSITE

www.vagabond.se is Sweden's most visited travel website for inspiration and unbiased information on travel. There is no other website with so much available information. Here you'll find everything you need before and during your trip including travel guides, reports, web shop, reviews, news, blogs, film clips, podcasts, photos and contests.

Via our website you can reach a large group of people genuinely interested in travel.

VISITORS

- Average age: 41
- 74 % female visitors
- Average amount spent on travel: 28.000 SEK/year (household)
- 53 % of visitors take 3 or more trips per year
- Unique visitors: 281,000/month

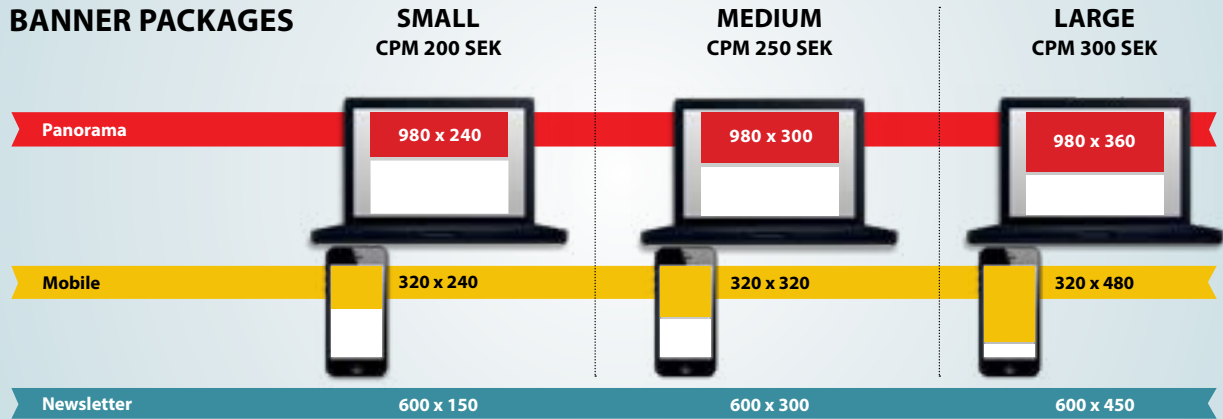
NATIVE ADVERTISING

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 customise the content to the audience that best match your target group.

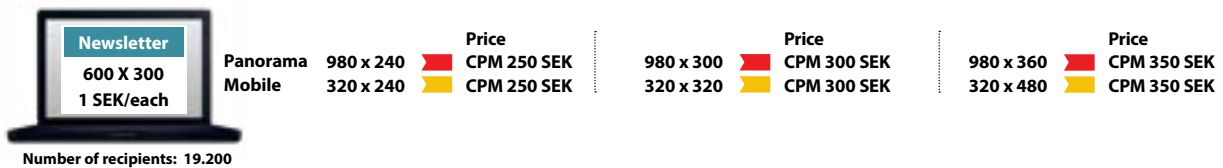
CUSTOM PUBLISHING

We can customize travel material for customers from complete custom magazines and guidebooks to editorial inserts and more.

BANNER PACKAGES



Stand-alone formats and prices



Creative formats

Add one of our creative formats for extra impact. Please ask your sales contact for more information, and also see more formats at: annons.storyhouseegmont.se



Special formats
CPM 350 SEK



Special formats
CPM 500 SEK Ad
CPM 600 SEK Video

NATIVE ADVERTISING

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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

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.

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switchboard: +46 (0)8-692 01 00 annons.storyhouseegmont.se

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