



"Allt om Husvagn & Camping" is Sweden's leading magazine about caravans, motorhomes, and mobile leisure. The magazine is aimed at anyone who owns, uses, or dreams of a caravan or motorhome. "Allt om Husvagn & Camping" covers news in the world of mobile leisure and reviews caravans, motorhomes and accessories. The magazine reports from Sweden and abroad, with a focus on experiences for the mobile traveler, including travel articles and campground reviews.

Since its start in 1976, "Husvagn & Camping" has been the favorite magazine for Sweden's over 300,000 caravan and motorhome families. The readership consists of financially strong individuals between 40 and 69 years old, making it possible to reach them at the lowest cost per contact thanks to attractive advertising rates. Welcome to us as an advertiser – when you want to achieve long-term and lasting results.



PRINT
102.000
READERS



NEWSLETTER
10.150
RECIPIENTS



DIGITAL
80.000
VISITORS/M



INSTAGRAM
900
FOLLOWERS

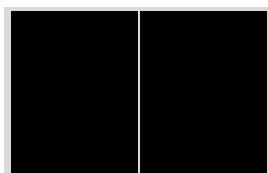


PAGE VIEWS
320.000
PAGE VIEWS/M

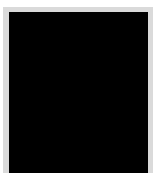


FACEBOOK
12.750
FOLLOWERS

FORMAT / PRICES



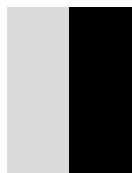
2/1 SEK 30 000
(2x) 208x278 mm + 5 mm bleed
2/1 1st spread SEK 39 300



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



1/2-page SEK 12 700
horizontal 183x120 mm



1/2-page SEK 12 700
vertical 87x244 mm



1/4-page SEK 7 800
a. horizontal 183x58 mm
b. vertical 87x120 mm



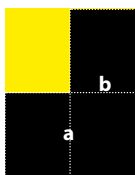
1/4-page SEK 7 800
column 43x244 mm



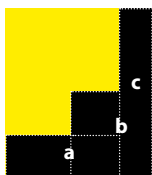
1/8-page SEK 4 400
a. horizontal 183x27 mm
b. vertical 87x58 mm

Request for placement of ad +10%

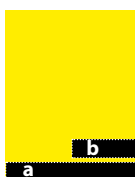
Classified pages



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



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



1/8-page SEK 2 900
a. 183x27 mm
1/8-page SEK 3800
b. 87x58 mm

Volume Discount

The announcement of:
100 000:- 4%
200 000:- 5%
300 000:- 6%
400 000:- 7%
500 000:- 8%

Frequency Discount

3-5 adverts 15%
6-8 adverts 20%
9-11 adverts 25%
12 > adverts 30%

Välkommen Campinggäst



1/6-page SEK 2 900
87x79 mm

1/12-page SEK 1 900
87x38 mm

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.

PUBLICATION SCHEDULE 2024

Issue	Copydate	Publication date
2	19 Dec	18 Jan
3	19 Jan	15 Feb
Camping-katalogen 88	09 Feb	07 Mar
4	23 Feb	21 Mar
Special 89	08 Mar	05 Apr
5	20 Mar	18 Apr
6	09 Apr	15 Maj
7	07 Maj	12 Jun
8	12 Jun	17 Jul
9	18 Jul	21 Aug
10	15 Aug	18 Sep
11	12 Sep	16 Oct
12	17 Oct	20 Nov
1 2025	14 Nov	18 Dec

Special 89 is about camping in Scandinavia

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.

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. Double Page Spreads shall be delivered as a left and a right side in the same file.



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.

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

Digital Impact Formats

“Through our Digital Impact Formats, we offer premium placements with various creative solutions, which enhance the impact of your campaign even further. As an adverti-

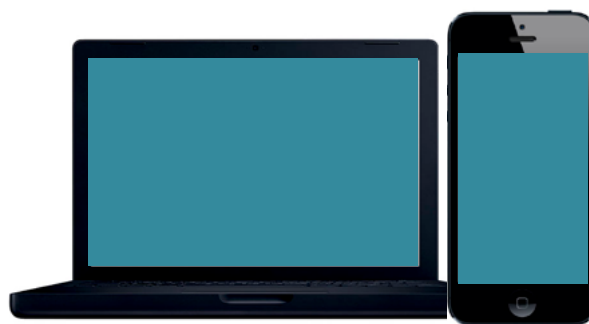
ser, you have the opportunity to work with high-resolution images or videos for a vibrant and engaging advertising experience.”

TOPSCROLL



Topscroll Bild Desktop/Mobile CPM 500 SEK
Topscroll Video Desktop/Mobile CPM 600 SEK

TAKE OVER



Take Over Desktop/Mobile CPM 600 SEK

MIDSCROLL



Midscroll
Desktop/Mobile CPM 400 SEK

TOWER CUBE/SWIPE



Tower Cube Desktop CPM 400 SEK
Swipe Mobile CPM 400 SEK

MEGA PANORAMA VIDEO



Mega Panorama Video
Desktop/Mobile CPM 300 SEK

WALLPAPER DESKTOP CPM 300 SEK

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.

Digital Standard Formats

PANORAMA 1+2 CPM 300 SEK



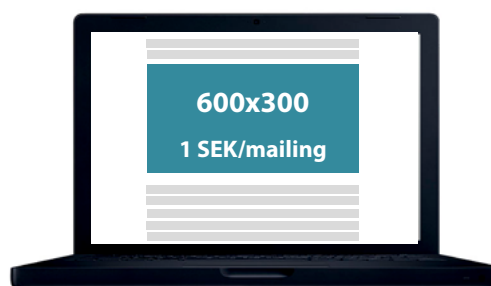
MOBILE 1+2 CPM 300 SEK



OUTSIDE STICKY CPM 350 SEK



NEWSLETTER DESKTOP/MOBILE



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

CONTACTS

To book advertising:

sales department, switchboard: +46 (0)8-692 01 00
annons.storyhouseegmont.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.

QUESTIONS CONCERNING ADVERTISING MATERIAL:

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