



Travel as a passion

Vagabond is Sweden's largest travel magazine. Its first issue was published in 1987, and the magazine has been growing steadily ever since. It is now Sweden's unrivaled brand for travel inspiration and information. The magazine's inspiring travel tips, well-written travel stories, and stunning photographs have repeatedly won several prestigious awards. The editorial team includes recipients of awards like 'Journalist of the Year' and 'Columnist of the Year.' Quality and passion always go hand in hand in everything Vagabond produces, whether it's the magazine, guidebooks, or digital travel guides.

Curiosity is the driving force of the readers, extending beyond the discovery of new destinations and cultures. New products, new technology, overall experiences, as well as food and beverages, are important in the lives of Vagabond readers. Vagabond's readers are unique, with 58 percent being women.



PRINT
115.000 READERS
READY 11.000



DIGITAL
300.000 VISITORS/M



PAGE VIEWS
700.000 PAGE VIEWS/M



NEWSLETTER
27.700 RECIPIENTS



INSTAGRAM
16.700 FOLLOWERS



FACEBOOK
43.000 FOLLOWERS

EVENTS 2025

Tågresaor December 6

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 350 SEK

TOWER CUBE/SWIPE



Tower Cube Desktop CPM 350 SEK
Swipe Mobile CPM 350 SEK

MEGA PANORAMA VIDEO



Mega Panorama Video
Desktop/Mobile CPM 300 SEK

WALLPAPER DESKTOP CPM 350 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 400



MOBILE 1+2 CPM 400



OUTSIDE STICKY CPM 450



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

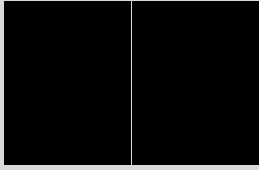
RULES FOR CANCELLATION:

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

FORMAT / PRICES



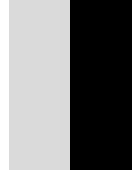
2/1-page SEK 64 100
(2x) 225x298 mm + 5 mm bleed



1/1-page SEK 39 900
225x298 mm + 5 mm bleed
4th Cover SEK 47 800
225x263 mm + 5 mm bleed



1/2-page SEK 24 800
horizontal 193x124 mm



1/2-page SEK 24 800
vertical 94x253 mm

Requested position +10%

PRICES SUPPLEMENTS

WEIGHT IN GRAMS

< 20 g
21–35 g
36–49 g
> 50 g

SEK/UNIT

1:50
1:70
1:80
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.

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

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

PUBLICATION SCHEDULE 2025

Issue	Copydate	Publication date
2	19 Dec	29 Jan
3	14 Feb	19 Mar
4	26 Mar	30 Apr
5	07 May	11 Jun
6	04 Jul	06 Aug
7	15 Aug	17 Sep
8	26 Sep	29 Oct
1 2026	14 Nov	17 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

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.

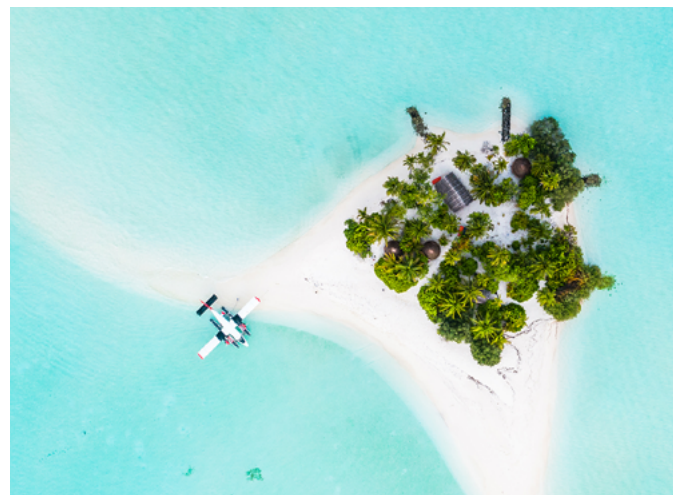


Photo: Getty Images