

# husbilhusvagn.se

# Husbil & Husvagn

## MEDIAKIT 2025



Meet us on Facebook, Instagram, YouTube, Readly

### Print or digital – reach out with us!

Make your brand visible all over Sweden!

■ Husbil & Husvagn continues its journey of success. We are happy that the interest in mobile homes and campers is so great.

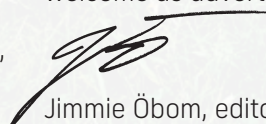
Nowadays almost everyone subscribes to information in some form. We notice that with the increased amount of subscribers. We publish on digital channels, like Readly, where your URL in the ad is made clickable.

Speaking of digital, our website is well known, you get the current number of visitors by searching for "husbil" in the search box at [kiaindex.se](http://kiaindex.se)

Updates are summarized twice a week in our newsletter, which today reaches **19,000** recipients. The opening frequency is impressive, so don't miss that advertising channel!

Others are directed to our product (and to your ad) via **27,000** followers on Facebook and **3,000** on Instagram or our YouTube channel, which already has **1,5 million** views.

We wish you very welcome as advertiser.



Jimmie Öbom, editor-in-chief





# Advertising in print

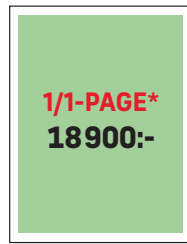


## FORMATS, PRICES IN SEK (Width x height in mm)



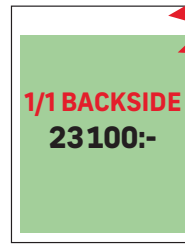
**SPREAD\***  
**32000:-**

**SPREAD**  
Bleed: 430x297 mm  
Type area: 404x274 mm  
**\*1:a uppslag: 39 400:-**



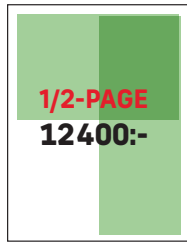
**1/1-PAGE\***  
**18900:-**

**1/1-PAGE**  
Bleed: 215x297 mm  
Type area: 192x274 mm  
**\*2:a/3:e omslag: 21 000:-**



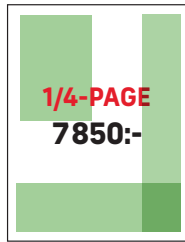
**1/1 BACKSIDE**  
**23 100:-**

**1/1-SIDA BACKSIDE**  
Bleed: 215x270 mm  
Type area: 192x257 mm



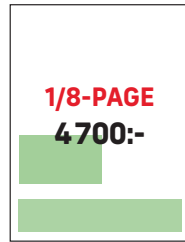
**1/2-PAGE**  
**12 400:-**

**1/2-PAGE LANDSCAPE**  
Type area: 192x135 mm  
Bleed: 215x148 mm  
**1/2-PAGE PORTRAIT**  
Type area: 94x274 mm  
Bleed: 107x297 mm



**1/4-PAGE**  
**7 850:-**

**1/4-PAGE**  
Normal: 94x135 mm  
Landscape: 192x65 mm  
Portrait: 45x274 mm



**1/8-PAGE**  
**4 700:-**

**1/8-PAGE**  
Normal: 94x65 mm  
Landscape: 192x30 mm

**NOTE!** Twice the advertising cost on large mailing

**Note!**  
Ad 5 mm trim margin  
for cropping on  
formats with bleed.  
Preferred placement  
+10% on the price.



**Contact me!**  
Would you like to be seen in the best  
camper-magazine in Sweden?  
Print, digital, or perhaps a special  
insert?



**ADVERTISING**  
Claus Widell  
+46 8-736 12 29  
claus.widell@okforlaget.se

## INSERTS

**FORMAT.** Maximum size for single insert in Husbil & Husvagn: 195x277 mm.

**DELIVERY ADDRESS.** See last page. **NOTE!** Mark the delivery with title and issue. Copy of the insert is sent to: OK Förlaget, Traffic Husbil & Husvagn, Box 23800, SE-104 35 Stockholm, Sweden.

**CREATIVE ATTACHMENTS.** Many choose an attachment that plain and simple is inserted into the magazine ("drop out") but that does not mean you can't choose your own creative solution to fit your message. Perhaps the "gatefold/butterfly" or "half cover"? You can get your attachment "+ packing" or "glued on one side." Almost anything is possible. Call us and tell us about your requirements and get a quote from us.

## PUBLISHING CALENDAR 2025

With reservation for any changes, and inaccuracies.

ISSUE	PUBLISHING DATES	DEADLINE AD-MATERIAL	INSERTS TO PRINTERS	SPECIAL
1/2025	2024-12-04	2024-11-08	2024-11-14	
2/2025	2025-01-15	2024-12-12	2024-12-18	
Resmål & Roadtips 2025	2025-02-05	2025-01-13	2025-01-19	Special issue*
3/2025	2025-02-12	2025-01-17	2025-01-23	
4/2025	2025-03-12	2025-02-14	2025-02-20	
5/2025	2025-04-09	2025-03-14	2025-03-20	Quickstop guide**
6/2025	2025-05-14	2025-04-15	2025-04-17	
7/2025	2025-06-11	2025-05-14	2025-05-20	Crossword insert
8/2025	2025-07-09	2025-06-17	2025-06-23	Large mailing***
Bo Mobil 2025	2025-07-30	2025-06-19	2025-06-25	Special issue*
9/2025	2025-08-27	2025-08-01	2025-08-07	Exhibition issue
10/2025	2025-10-08	2025-09-12	2025-09-18	
11/2025	2025-11-05	2025-10-10	2025-10-16	
1/2026	2025-12-03	2025-11-07	2025-11-13	

\* Special issues, on sale during a period of 2 months. Included in digital subscription. \*\* Quickstop guide, on sale during a period of 2 months, included in subscription. \*\*\* Large mailing - twice the advertising cost.

# Advertising digitally



Husbil & Husvagn is where the readers are, and with our help you can reach your customers in all possible channels in the best possible way.

## WEBSITE

Our website [husbilhusvagn.se](http://husbilhusvagn.se) gives you, as advertiser, a great opportunity to use special ads even for smart phones or tablets. For the best possible experience, we adapt the site depending on the type of screen used by the visitor. The advantage for advertisers is that your ad is always shown in a relevant environment and in the right way.

## NEWSLETTER

We also give you the opportunity to advertise directly in our newsletter which is distributed with e-mail to thousands of recipients. You get an exclusive opportunity to reach readers and only pay for exactly as many readers as you actually reach with your ad.

## WWW.HUSBILHUSVAGN.SE – DESKTOP



	Format	Max size*	CPM**
<b>PANORAMA S</b>	980x120	70kB	150
<b>PANORAMA M</b>	980x240	70kB	200
<b>PANORAMA L</b>	980x300	70kB	225
<b>REKTANGEL S</b>	300x120	40kB	50
<b>REKTANGEL M</b>	300x250	40kB	75
<b>SKYSCRAPER</b>	300x600	70kB	120

\*\* CPM=Cost/1000 impressions

For other formats, please contact us.

\* Additional technical information - see last page.

## WWW.HUSBILHUSVAGN.SE – MOBILE

	Format	Max size*	CPM**
<b>SMALL</b>	320x80	70kB	150
<b>MEDIUM</b>	320x160	70kB	200
<b>LARGE</b>	320x230	70kB	225
<b>XL</b>	320x320	70kB	250
<b>HEAVY</b>	320x400	70kB	300

\* Additional technical information - see last page.

\*\* CPM=Cost/1000 impressions



## NATIVE – DESKTOP & MOBILE

### NATIVE ADVERTISING

An advertisement on the website amongst our regular articles.

Your area on the start page is clearly marked with **ADVERTISEMENT** - and you submit image, text and link to us\*. With a click you reach an article in the news feed where you as an advertiser can ad additional images, YouTube videos, links and texts.

Contact your salesperson for a quote.

\* see last page.



## NEWSLETTER – DESKTOP & MOBIL

	Format	Max size*	Price
<b>PANORAMA</b>	680x450	70kB	1,25 SEK/opened letter

**PANORAMA** is placed amongst the newsflow on position 2 or 3.

### NATIVE ANNONSERING - NEWSLETTER

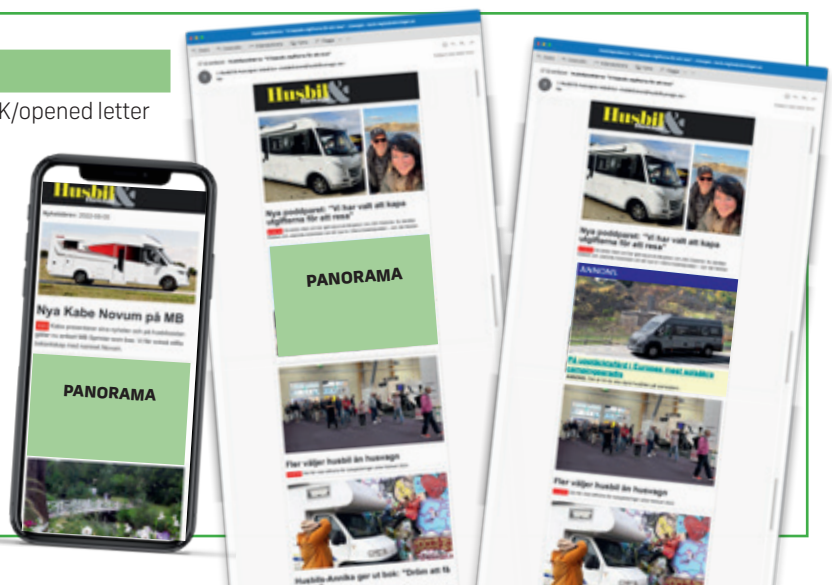
An advertisement in the newsletter placed amongst our regular articles.

Your ad on the start page is clearly marked with **ADVERTISEMENT** - and you submit image, text and link to us\*. With a click you reach an article in the news feed where you as an advertiser can ad additional images, YouTube videos, links and texts. Contact your salesperson for a quote.

### NEWSLETTER STANDALONE

You have complete control over the content: image, text and links. Contact your salesperson for a quote.

\* Additional technical information - see last page.



## CONTACT

### ADVERTISING BOOKING

Claus Widell  
+46 (0)8 736 1229  
claus.widell@okforlaget.se

### TRAFFIC

Håkan Hellström  
+46 (0)70-644 75 79  
annons@okforlaget.se

### EDITOR-IN-CHIEF

**JIMMIE ÖBOM**  
+46 (0)8-7361259  
jimmie.obom@husbilhusvagn.se

### WEB

www.husbilhusvagn.se

### ADDRESS

Husbil & Husvagn, Box 23800,  
SE-104 35 Stockholm, Sweden.  
Visiting address:  
Ynglingagatan 12, 10 tr

## ADDITIONAL INFORMATION

### PUBLISHER

OK Förlaget

### PAYMENT

Credit customers – 15 days.  
Other customers – payment in advance.  
Sales tax not included. All prices include advertising tax.

### REVIEW

The magazine reserves the right to reject ad-content.

### ANNULMENT

1 week before material-deadline.

### GRAPHIC PRODUCTION

We can help you make your advertisement ready at a reasonable rate.

### PREFERRED PLACEMENT

+ 10% on the price.

### COMPLAINT

At least 14 days after publication date. The magazine covers maximum the advertising expense. We accept no responsibility for damage due to incorrect or non-adoption. For further details we refer to TU's advertising standards.



## AD MATERIAL

### PRINT

#### COLOUR

All pictures in CMYK, 300 dpi, maximum total ink coverage 300%.

Do NOT use spot colours.

#### ICC PROFILE

CMYK-profile: **Fogra39**

#### PDF

PDF-file (PDF/X-4:2010) created with high resolution images. All typefaces should be included.

We do not accept open files.

#### CROPMARKS AND BLEED

Ads with bleed need 5 mm trim margin for cropping. Use cropmarks only, with a 5 mm displacement. Ads without bleed must be delivered in the precise format and without cropmarks. We also require a 4-5 mm safety margin within the edges of the ad.

## HUSBILHUSVAGN.SE

### TECHNICAL INFORMATION

Banner web and mobile: GIF, JPG, PNG,  
Banner Newsletter: GIF, JPG, PNG.

Native ad: Deliver all pictures (RGB) text and links to: [marknad@okforlaget.se](mailto:marknad@okforlaget.se)

## INSERTS

### DELIVERY

Send inserts directly to the printing house.  
Contact traffic for the address.  
NOTE! Mark the delivery with title and issue.

A copy of the insert is sent to:  
OK Förlaget, Redaktionen HH,  
Box 23800, SE-104 35 Stockholm.  
OR send a PDF by email to:  
[annons@okforlaget.se](mailto:annons@okforlaget.se)

## MATERIAL DELIVERY

[WWW.PICAFLOW.COM](http://WWW.PICAFLOW.COM)

Link for uploading ads will be sent out with the reminder of material from traffic. Any further questions about ad material and/or delivery of material, please contact traffic: Håkan Hellström, +46 (0)70-644 75 79, [annons@okforlaget.se](mailto:annons@okforlaget.se)

### NATIVE ADS

Delivery to: [marknad@okforlaget.se](mailto:marknad@okforlaget.se)  
We will send proof for approval before publishing.

