

husbilhusvagn.se

Husbil & Husvagn

MEDIAKIT 2021



Meet us on facebook

Would you like to increase sales?

Husbil & Husvagn will help you find your way!

■ Husbil & Husvagn continues to reach more readers through different channels. Our readers are willing to pay for our knowledge and the wonderful experience we provide as a good magazine. We have many faithful subscribers, which means that as an advertiser, you know that you're spot on!

We have been investing heavily in digital presence for a long time. Our website is a success story and here we go broader to reach even more readers. We also regularly send out newsletters with the latest from the business. Subscribers can also read all

the magazines we've published digitally, meaning all printed ads will continue to be exposed long after the magazine has left the shelf.

The magazine, website and newsletter are all well-proven channels for advertisers.

With Husbil & Husvagn you will find the right way &

/Mikael Galvér, editor-in-chief



Advertising in print

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



SPREAD*
30 500:-

SPREAD

Bleed: 430 x 297 mm
Type area: 404x274 mm

* 1st spread: 37 600 SEK

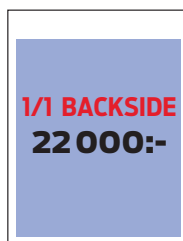


1/1-PAGE*
18 000:-

1/1-PAGE

Bleed: 215x297 mm
Type area: 192x274 mm

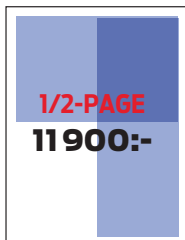
* 2nd/3rd cover: 20 000 SEK



1/1 BACKSIDE
22 000:-

1/1-PAGE BACKSIDE

Bleed: 215x270 mm
Type area: 192x257 mm



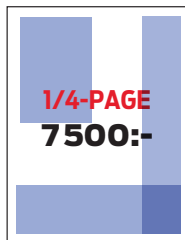
1/2-PAGE
11 900:-

1/2-PAGE LANDSCAPE

Type area: 192x135 mm
Bleed: 215x148 mm

1/2-PAGE PORTRAIT

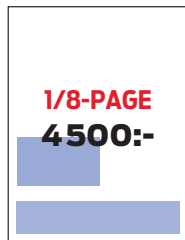
Type area: 94x274 mm
Bleed: 107x297 mm



1/4-PAGE
7 500:-

1/4-PAGE

Normal: 94x135 mm
Landscape: 192x65 mm
Portrait: 45x274 mm

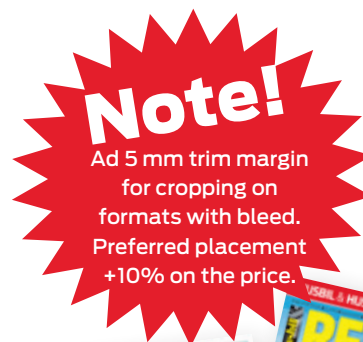


1/8-PAGE
4 500:-

1/8-PAGE

Normal: 94x65 mm
Landscape: 192x30 mm

NOTE! Twice the advertising cost on large mailing



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 23 800, 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 choose your own creative solution to fit your message. Perhaps the "trptych" or paperback as "extra back"? 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 2021

ISSUE	PUBLISHING DATES	DEADLINE AD-MATERIAL	INSERTS TO PRINTERS	SPECIAL
1/2021	2020-12-08	2020-11-17	2020-11-20	
2/2021	2021-01-19	2020-12-11	2020-12-17	
3/2021	2021-02-16	2021-01-22	2021-01-28	
RESMÅL & ROADTIPS 2021	2021-02-23	2021-01-29	2021-02-04	Special issue**
4/2021	2021-03-16	2021-02-19	2021-02-25	
5/2021	2021-04-13	2021-03-12	2021-03-18	
6/2021	2021-05-11	2021-04-16	2021-04-22	Quickstop guide**
7/2021	2021-06-15	2021-05-21	2021-05-27	
8/2021	2021-07-13	2021-06-16	2021-06-22	Large mailing*
BOMOBILT 2021	2021-08-03	2021-06-22	2021-06-28	Special issue**
9/2021	2021-08-31	2021-08-06	2021-08-12	Exhibition issue
10/2021	2021-10-12	2021-09-17	2021-09-23	
11/2021	2021-11-09	2021-10-15	2021-10-21	
1/2022	2021-12-07	2021-11-12	2021-11-18	

* Large mailing - twice the advertising cost

** Special issues, on sale during a period of 2 months. Included in digital subscription.

We reserve the right to change..

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 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

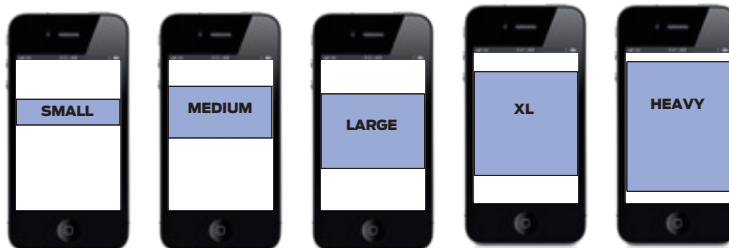


	Format	Max size*	CPM**
PANORAMA S	980x120	70kB	150
PANORAMA M	980x240	70kB	200
PANORAMA L	980x300	70kB	225
RECTANGEL S	300x120	40kB	50
RECTANGEL M	300x250	40kB	75
SKYSCRAPER	300x600	70kB	120

* Additional technical information - see last page.
 ** CPM=Cost/1000 impressions
 For other formats, please contact us.

WWW.HUSBILHUSVAGN.SE – MOBILE DEVICES

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



* Additional technical information - see last page.
 ** CPM=Cost/1000 impressions

NEWSLETTER

	Format	Max size*	Price
PANORAMA	580x400	70kB	1 SEK/opened letter

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

* Additional technical information - see last page.



CONTACT

ADVERTISING BOOKING

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WEB

www.husbilhusvagn.se

ADDRESS

Husbil & Husvagn, Box 23800,
SE-10435 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 adverts.

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 with-out cropmarks. We also require a 4-5 mm safety margin within the edges of the ad.

WWW.HUSBILHUSVAGN.SE

TEKNISK INFORMATION

Banner web and mobile: GIF, JPG, PNG, HTML5, Third-Party code
Banner Newsletter: GIF, JPG, PNG.

Maximum weight ca 70 kB

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

MATERIAL DELIVERY

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 7579, annons@okforlaget.se

