

# husbilhusvagn.se Husbil & Husvagn

## MEDIAKIT 2022



Meet us on Facebook, Instagram, YouTube, Readly

### We want you to be seen and to sell more!

Our readers – ready to buy - find us easily, both digitally and in print!

■ 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 reaches tens of thousands of recipients. The opening frequency is impressive, so don't miss that advertising channel!

Others are directed to our product (and to your ad) via

26,000 followers on Facebook and 3,000 on Instagram or our new YouTube channel, which already has 600,000 views.

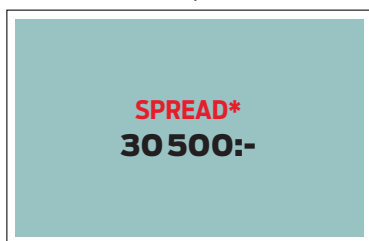
We wish you very welcome as advertiser. &

Jimmie Öbom,  
editor-in-chief



# Advertising in print

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



**SPREAD\***  
**30 500:-**

### SPREAD

Bleed: 430 x 297 mm

Type area: 404x274 mm

\*1st spread: 37 600 SEK



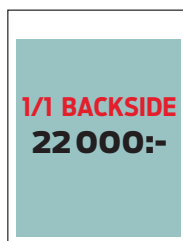
**1/1-PAGE\***  
**18 000:-**

### 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



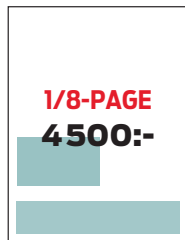
**1/4-PAGE**  
**7 500:-**

### 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 8-7361229  
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'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 2022 With reservation for any changes, and inaccuracies.

ISSUE	PUBLISHING DATES	DEADLINE AD-MATERIAL	INSERTS TO PRINTERS	SPECIAL
1/2022	2021-12-07	2021-11-12	2021-11-18	
2/2022	2022-01-18	2021-12-15	2021-12-21	
3/2022	2022-02-15	2022-01-21	2022-01-27	
Resmål & Roadtips 2022	2022-02-22	2022-01-28	2022-02-03	Special issue*
4/2022	2022-03-15	2022-02-18	2022-02-24	
5/2022	2022-04-12	2022-03-18	2022-03-24	
6/2022	2022-05-10	2022-04-13	2022-04-21	Quickstop guide**
7/2022	2022-06-14	2022-05-18	2022-05-24	
8/2022	2022-07-12	2022-06-16	2022-06-22	Large mailing***
Bo Mobilt 2022	2022-08-02	2022-06-21	2022-06-27	Special issue*
9/2022	2022-08-30	2022-08-05	2022-08-11	Exhibition issue
10/2022	2022-10-11	2022-09-16	2022-09-22	
11/2022	2022-11-08	2022-10-14	2022-10-20	
1/2023	2022-12-06	2022-11-11	2022-11-17	

\* 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

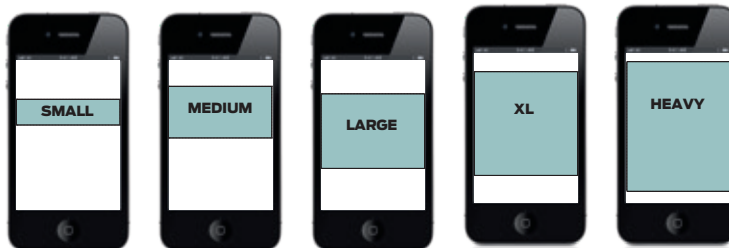


	Format	Max size*	CPM**
<b>PANORAMA S</b>	980x120	70kB	150
<b>PANORAMA M</b>	980x240	70kB	200
<b>PANORAMA L</b>	980x300	70kB	225
<b>RECTANGEL S</b>	300x120	40kB	50
<b>RECTANGEL M</b>	300x250	40kB	75
<b>SKYSCRAPER</b>	300x600	70kB	120

\* 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**
<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

## NEWSLETTER

	Format	Max size*	Price
<b>PANORAMA</b>	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

Claus Widell  
+46 (0)8 7361229  
claus.widell@okforlaget.se

### TRAFFIC

Håkan Hellström  
+46 (0)70-644 7579  
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 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

