

husbilhusvagn.se Husbil & Husvagn

MEDIAKIT 2024



    Meet us on Facebook, Instagram, YouTube, Readyly

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 Readyly, 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

Updates are summarized twice a week in our newsletter, which today reaches 18,000 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 million views.

We wish you very welcome as advertiser. &

Jimmie Öbom, editor-in-chief



Advertising in print

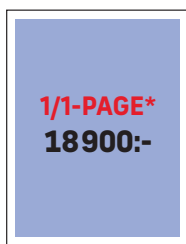


FORMATS, PRICES IN SEK (Width x height in mm)



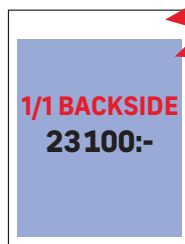
SPREAD*
32000:-

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



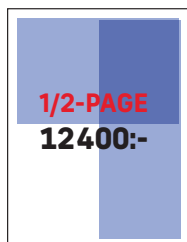
1/1-PAGE*
18900:-

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



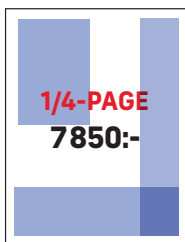
1/1 BACKSIDE
23100:-

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



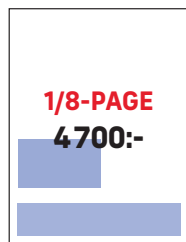
1/2-PAGE
12400:-

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
7850:-

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



1/8-PAGE
4700:-

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

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

NOTE! Twice the advertising cost on large mailing

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 2024 With reservation for any changes, and inaccuracies.

| ISSUE | PUBLISHING DATES | DEADLINE AD-MATERIAL | INSERTS TO PRINTERS | SPECIAL |
|------------------------|------------------|----------------------|---------------------|-------------------|
| 1/2024 | 2023-12-05 | 2023-11-10 | 2023-11-16 | |
| 2/2024 | 2024-01-16 | 2023-12-14 | 2023-12-20 | |
| Resmål & Roadtips 2024 | 2024-02-06 | 2024-01-15 | 2024-01-19 | Special issue* |
| 3/2024 | 2024-02-13 | 2024-01-19 | 2024-01-25 | |
| 4/2024 | 2024-03-12 | 2024-02-16 | 2024-02-22 | |
| 5/2024 | 2024-04-11 | 2024-03-15 | 2024-03-21 | Quickstop guide** |
| 6/2024 | 2024-05-08 | 2024-04-12 | 2024-04-18 | |
| 7/2024 | 2024-06-12 | 2024-05-20 | 2024-05-24 | Crossword insert |
| 8/2024 | 2024-07-10 | 2024-06-13 | 2024-06-19 | Large mailing*** |
| Köpa Husbil 2024 | 2024-07-31 | 2024-06-18 | 2024-06-24 | Special issue* |
| 9/2024 | 2024-08-28 | 2024-08-02 | 2024-08-08 | Exhibition issue |
| 10/2024 | 2024-10-09 | 2024-09-13 | 2024-09-19 | |
| 11/2024 | 2024-11-06 | 2024-10-11 | 2024-10-17 | |
| 1/2025 | 2024-12-04 | 2024-11-08 | 2024-11-14 | |

* 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 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 |
| REKTANGEL S | 300x120 | 40kB | 50 |
| REKTANGEL M | 300x250 | 40kB | 75 |
| SKYSCRAPER | 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** |
|---------------|---------|-----------|-------|
| 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

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 |
|-----------------|---------|-----------|------------------------|
| PANORAMA | 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

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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 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

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 75 79, annons@okforlaget.se

NATIVE ADS

Delivery to: marknad@okforlaget.se
We will send proof for approval before publishing.

