

# VAGABOND

# PRICELIST WEB 2015

[www.vagabond.se](http://www.vagabond.se)

*Vagabond.se is Sweden's most complete online travel destination. Here you'll find everything from guides, reports, photo galleries and contests to blogs, podcasts and the latest news.*



## SWEDEN'S MOST COMPLETE TRAVEL WEBSITE

[www.vagabond.se](http://www.vagabond.se) is Sweden's most visited travel website for inspiration and unbiased information on travel. There is no other website with so much available information. Here you'll find everything you need before and during your trip including travel guides, reports, web shop, reviews, news, blogs, film clips, podcasts, photos and contests.

Via our website you can reach a large group of people genuinely interested in travel.

## VISITORS

- Average age: 44
- 74% female visitors
- 86% have booked travel online within the last 12 months
- Average amount spent on travel: 28 000 SEK/year (household)
- 53% of visitors take 3 or more trips per year

## VAGABONDS TRAVEL PODCAST

Vagabond's travel podcast is Sweden's largest travel podcast with

a new episode coming out every other week. Every episode has a specific theme such as India, travel with kids, Brazil, destination of the year, safari, etc. Vagabond's travel podcast has been on iTunes top-10 list and is a valuable complement to the magazine and website.

## VAGABOND'S BLOGGERS

On [vagabond.se](http://vagabond.se) you will find more than twenty hand-picked travel bloggers with different focuses from photography and travel gear to cities and countries. Among the most popular are Travel with children blog, Travelgearblog, Editor in chief blog, Australianblog and Food traveler.

## VAGABOND WEBB-TV

In 2015, [vagabond.se](http://vagabond.se) will begin offering web-tv with travel themes. We will handle all aspects of production from filming to editing. The episodes will be of the highest quality and vary in length from a few minutes to much longer.

## CUSTOM PUBLISHING

We can customize travel material for customers from complete custom magazines and guidebooks to editorial inserts and more.

# FORMAT & PRICES VAGABOND WEB 2015

	Small	Medium	Large	XL
<b>Panorama 980</b>	980 x 120 600 x 150	980 x 240 600 x 300	980 x 300 600 x 450	980 x 400 600 x 600
<b>Inline 600</b>	300 x 150	300 x 300	300 x 450	300 x 600
<b>Widescreen 300</b>				
<b>Mobil</b>	320 x 120	320 x 230	320 x 320	320 x 320
<b>Price</b>				
Panorama + mobil	CPM 200	CPM 225	CPM 250	CPM 270
Inline + mobil	CPM 150	CPM 175	CPM 200	CPM 220
Widescreen+ mobil	CPM 100	CPM 120	CPM 140	CPM 160

CPM = cost for 1000 impressions.

## Creative formats

Add one of our creative formats for extra impact. Contact your salesperson for more information.

### NEWSLETTER:

Publication: every Thursday  
Total reach: 22 000  
Size: 570x90  
Price/publication: 10 000 SEK

## VAGABOND RADIO

1. 5 000 SEK / episode - 33% share of time (shared with two other advertisers.)

\*announced only in the beginning

2. 8 000 SEK / episode - 67% share of time (shared with max. on other advertiser)

\*announced on 2 occasions.

3. 12 000 SEK / episode - 100% share of time (shared with none)

\*announced on 2 occasions.

\*Minimum time: 3 months (12 episodes)

### RABATTSKALA

12 avsnitt - ingen rabatt  
24 avsnitt - 20% rabatt  
36 avsnitt - 30% rabatt  
48 avsnitt - 40% rabatt

## TECHNICAL SPECIFICATIONS

### ADVERTISING MATERIAL

Ad material should be sent according to the technical specifications as given. See quick guide.

### 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: EPS, 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](mailto:webbannons@egmont.se)

Physical address: **Egmont Publishing**, Annonshantering webb, 169 91 Solna

### RULES FOR CANCELLATION:

Cancellations later than 14 days before the material day (as given in the price list) will be charged a fee of 50% of the ad space value. Cancellations later than one week before material day will be charged the full amount.

## CONTACTS

To book advertising:

sales department, switchboard: +46 (0)8-692 01 00  
[www.egmontpublishing.se](http://www.egmontpublishing.se)

Questions concerning advertising material:

[trafficanons@egmont.se](mailto:trafficanons@egmont.se), switchboard: +46 (0)8-692 01 00 Annonshantering

### QUICK GUIDE



65 kB

#### Flash banner

The material should be delivered as Flash, gif or jpg. Max. size 65kb. Please include the link (URL) the material should be linked to.

Other delivery is according to agreement.

Material should be delivered a minimum of 3 working days before the campaign start date for testing purposes. If adjustments must be made by Egmont Publishing the material should be sent sooner.

For more information see material specifications at [www.egmontpublishing.se](http://www.egmontpublishing.se)