



Sweden's largest travel magazine!



TRAVEL AS A PASSION

Vagabond is Sweden's largest travel magazine and is celebrating its 25th anniversary this year. The first edition was published in 1987 and since then the magazine has grown every year. It is now in a class of its own as Sweden's strongest brand when it comes to travel inspiration and travel information. The magazine's well-informed travel tips, well-written travel reports and fantastic pictures have repeatedly won a number of prestigious prizes and the editorial staff include the journalist of the year 2010. Quality and passion always go hand in hand in everything that Vagabond produces, whether it is the magazine or digital or printed travel guides.

Curiosity is what drives readers on, and this curiosity also extends beyond discovering new destinations and cultures. New products, new technology, experiences in general, as well as food and drink are important in the lives of Vagabond readers. Vagabonds readers are unique: half are women and half are men.

THE MAGAZINES/SPECIAL EDITIONS

Vagabond has produced a number of successful special magazines, including Vagabond Africa, Vagabond Food, Vagabond USA and Vagabond Thailand. These have been successes

among both readers and advertisers. During 2012 Vagabond will be producing Vagabond Food, which will be published in April, as well as Vagabond Thailand, which will be published in November.

TARGET GROUP & COVERAGE

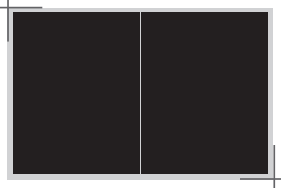
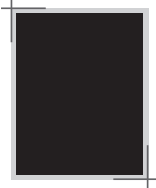
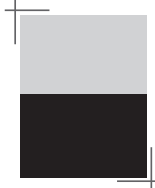

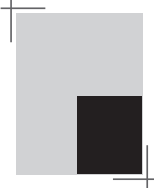


- Vagabond is Sweden's largest and leading travel magazine.
- The magazine is read by 60% women.
- The average age is 41.
- The reader lives in a city with a high disposable income.
- Highly-educated.
- Travels abroad on average 3 times per year. Mixes weekend trips with further-flung destinations.

CIRCULATION AND COVERAGE

- 164,000 readers per issue
- TS-circulation: 32,200 readers per issue
- Printed edition: 50,000 – 60,000

Source: Orvesto consumer 2011:2

ADVERTISEMENT PAGES

						
2/1-page 460 x 292 mm +5 mm bleed SEK 64 100	1/1-page 230 x 292 mm +5 mm bleed SEK 39 900 1/1-page Back page cover 230 x 292 mm +5 mm bleed SEK 47 800	1/2-page horizontal 199 x 125 mm SEK 24 800	1/2-page vertical 95 x 260 mm SEK 24 800	1/4-page 95 x 125 mm SEK 13 700	1/4-page horizontal 199 x 60 mm SEK 13 700	1/4-sida vertical 45 x 260 mm SEK 13 700

Requested position:

4th cover (last page) 20%	Other requested position + 10%
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Frequency discount

Provided at a combined booking of the same ad size

PUBLICATION SCHEDULE 2012

Issue	2	3	4	5	6	7	8	9	10	1-2013
Publication date	21/2	13/3	3/5	5/6	3/7	7/8	11/9	2/10	6/11	18/12
Copy date*	23/1	13/2	29/3	4/5	30/5	9/7	13/8	3/9	8/10	19/11
Special edition	Vagabond Mat Publ. date 17/4, Copy date 14/3				Vagabond Thailand Publ. date 27/11, Copy date 25/10					

* For the latest update to copy dates go to www.egmonttidskrifter.se

TECHNICAL SPECIFICATION

CREATIVE SOLUTIONS

You might want to do something out of the ordinary to become even more visible. In that case we have lots of creative solutions. Contact your sales representative to find out more. Information is also available at www.egmonttidskrifter.se

PRODUCTION OF ADVERTISEMENTS

We assist with simple production of advertisements. Advertising material that we receive for production can be sent in the following file formats: PDF, EPS, TIFF, JPG. All picture material should be 300 dpi for the best possible quality.

Production of advertisements: new production 800:-/advertisement
Production of advertisements: updating 300:-/advertisement

DELIVERY OF ADVERTISING MATERIAL

Delivery address: annons@vagabond.se

Name the material: **format/customer/product/ Magazine/year/issue**

E.g. 11_customer_product_VAG1203

FTP-address: [ftp.egmonttidskrifter.se](ftp://ftp.egmonttidskrifter.se), Login: **gdannons**, password: **golfsko09**

Address: **Egmont Tidskrifter, Annonshantering, 169 91 Solna**

CANCELLATION RULES






For cancellation later than 14 days before the copy date given in the price list, a booking fee of 50% of the value of the space booked will be charged. If cancellation takes place later than one week before the copy date, we reserve the right to invoice the agreed advertising rate.

CONTACTS

To book advertising:
jan.petterson@egmont.se, +46 (0)8- 555 240 55

Questions concerning advertising material:
annons@vagabond.se, växel: +46 (0)8- 692 01 00 Annonshantering

QUICK MATERIAL GUIDE

-  **Material ready for printing**
All prepared advertising material that is sent in to the magazine must be ready and checked for printing. To be supplied in PDF format.
-  **5 mm bleed**
Advertising material should be submitted as a PDF ready for printing with a 5 mm bleed.
-  **300 dpi**
All pictures in the advertisement must have a minimum resolution of 300 dpi.
-  **CMYK**
All pictures must be defined in CMYK. Spot colours (PANTONE) are to be converted to CMYK.
-  **Open documents**
Material sent as open documents, Indesign or Quark XPress, must be packed with the fonts included. All fonts and pictures to be appended.

ICC-profiles for print can be downloaded at www.egmonttidskrifter.se