

Vagabond.se is one of Sweden's most extensive travel sites, for people who are about to travel, dream about travelling, or are travelling!



Fresh travel news every day!



TRAVEL GUIDES

Over 160 different guides to different destinations – all completely free!



TRAVEL REPORTS

Read travel reports from the magazine online.



COMMUNITY

Readers can upload their own travel stories, pictures, tips etc. Now over 5,000 registered members!



BOOK FLIGHTS

With Vagabond's new search engine for flights it is now possible to book flights directly on the site.



TRAVEL SHOP

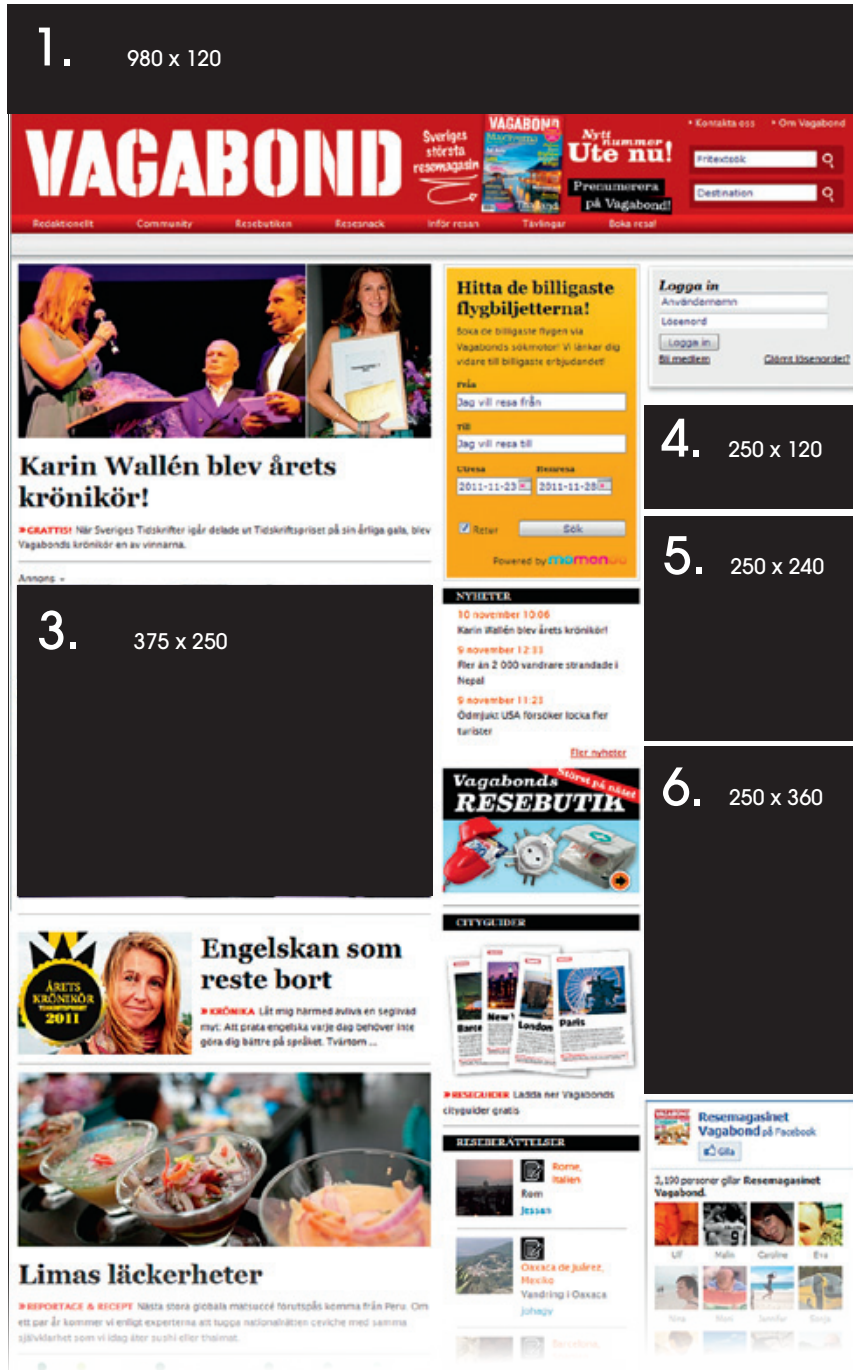
Buy guidebooks, rucksacks and travel gadgets in Vagabond's extensive e-shop.

REACH NEW TARGET GROUPS ON THE WEB

www.vagabond.se is one of Sweden's most extensive sites within travel. The site will shortly have a new design and even more content, including well known bloggers. Vagabond's site gives you access to the active users, young and old, who take part in competitions, offers and so on.

We report our visitor figures openly as per industry standard. (You will find the statistics at www.kiaindex.net.) Search under vagabond. We have an average of 23,000 unique visitors per week.

Source: *Kiaindex.net*.



1. ADVERTISEMENT FORMAT:
Panorama
SIZE: 980 x 120
PRICE/WEEK: SEK 20 000

2. ADVERTISEMENT FORMAT:
Sticky*
SIZE: 250 x 800
PRICE/WEEK: SEK 15 000

3. ADVERTISEMENT FORMAT:
Inline
SIZE: 375 x 250
PRICE/WEEK: SEK 13 500

4. ADVERTISEMENT FORMAT:
Widescreen singel
SIZE: 250 x 120
PRICE/WEEK: SEK 6 500

5. ADVERTISEMENT FORMAT:
Widescreen double
SIZE: 250 x 240
PRICE/WEEK: SEK 12 500

6. ADVERTISEMENT FORMAT:
Widescreen triple
SIZE: 250 x 360
PRICE/WEEK: SEK 13 500

For other formats, please request a quotation.



Sticky*
(Accompanies scrollbar)

NEWSLETTER:
RECIPIENTS: 33 000
unique addresses/week
PRICE: SEK 10 000 / mailing

TECHNICAL SPECIFICATION

ADVERTISING MATERIAL

Advertising material shall be sent to us according to the technical specification provided. View Quick material guide.

PRODUCTION OF ADVERTISEMENTS

We assist with production of flash adverts. Contact your sales representative for a price. Advertising material that we receive for production can be sent as the following file formats: EPS, TIFF, JPG. Picture material should be a minimum of 72 dpi for the best quality.

DELIVERY OF ADVERTISING MATERIAL

Advertising material is to be submitted in the following ways:
Delivery address: webbannons@egmont.se
FTP address: <ftp://egmonttidskrifter.se>, Login: banner, Password: webbanner
Address: Egmont Tidskrifter, Annonshantering webb, 169 91 Solna

AVBOKNINGSREGLER

Vid avbokning senare än 14 dagar före i prislistan angiven materialdag debiteras en bokningsavgift på 50% av värdet av inbokad utrymme. Om avbokning sker senare än en vecka före materialdag, förbehåller vi oss rätten att fakturera avtalat annonspris.

CONTACTS

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

Questions concerning advertising material:
webbannons@egmont.se, +46 (0)8-692 66 81 Advertisement processing web

QUICK MATERIAL GUIDE



65 kB

Flash banner

The material is to be supplied as Flash, Gif, or Jpg. Max. weight 65 kB. Send with the link to which the material should be linked.

Other deliveries according to agreement. Material shall be submitted no later than three working days before the start of the campaign for a test run. If the advertisements have to be adjusted by Egmont Tidskrifter, the deadline for material is shorter.

For more information about material, see material specification at www.egmonttidskrifter.se