

SWEDEN'S LARGEST MOBILE LEISURE MAGAZINE

# MEET CLOSE TO 100,000 PEOPLE WHO LIKE MOBILE LEISURE

THE MAGAZINE FRITIDSMAGASINET CARAVAN is Sweden's largest and oldest special magazine for anyone who wants to know more about mobile leisure. The magazine is distributed to Caravan Club's approximately 30,000 member families, which corresponds to a readership of between 75,000 and 100,000 people.

According to reports from TS, Tidningsstatistik AB, Fritidsmagasinet Caravan has an average circulation of 26,200 copies (2025).

FRITIDSMAGASINET CARAVAN is published six times a year, and contains news and reports on, among other things, experiences, tourism, destinations, caravans, mobile homes, equipment as well as technology and traffic.

Exposure and visibility in our digital channels and newsletters is also possible.



# FRITIDSMAGASINET *Caravan*

## PUBLICATION SCHEDULE 2026

EDITION	BOOKING DATE	MATERIAL DAY	PUBLICATION
1	2026-01-09	2026-01-16	2026-02-13
2	2026-03-06	2026-03-13	2026-04-10
3	2026-04-30	2026-05-08	2026-06-05
4	2026-08-01	2026-08-07	2026-09-04
5	2026-09-11	2026-09-18	2026-10-16
6	2026-10-29	2026-11-06	2026-11-27

## ADVERTISEMENTS BOOKING AND INFORMATION

**John Klockhofft**

john.klockhoff@rabaldermedia.se

Mobil: +46 70 670 1600

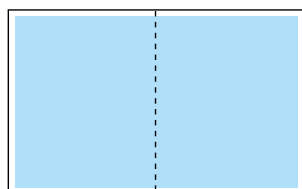
RABALDER MEDIA

Arenavägen 45

121 77 Johanneshov

Vxl: 010-188 09 09

## ADVERTISING PRICES

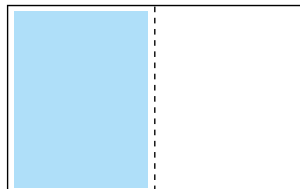


### SPREAD

420x285 mm

+ 5 mm bleed with crop marks

SEK 38 500



### FULL PAGE

210x285 mm

+ 5 mm bleed with crop marks

SEK 20 800 kr

### REQUESTED PLACEMENT

**2ND AND 3RD COVER**

SEK 23 900 kr

Dropout: 210x285 mm

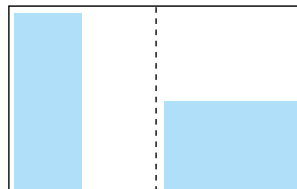
+ 5 mm bleed with crop marks

**4:E OMSLAG**

SEK 25 100 kr

Dropout: 210x250 mm

+ 5 mm bleed with crop marks



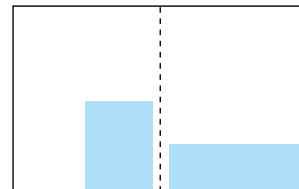
### HALF PAGE

**PORTRAIT** 85x250 mm

SEK 12 700

**LANDSCAPE** 180x120 mm

SEK 12 700 kr



### 1/4 PAGE

**PORTRAIT** 85x120 mm

SEK 8 300

**LANDSCAPE** 180x58 mm

SEK 8 300

## TECHNICAL SPECIFICATIONS

### ADVERTISING MATERIAL

- The advertise must be delivered as a high resolution PDF/X.
- The ad must have a 5 mm bleed and crop marks.
- The file is saved in CMYK or RGB according to FOGRA39.
- The material is sent via Picaflow.

### CANCELLATION

Must be done no later than two weeks before material day. For advertising material that did not arrive on time or did not show up, reserved space will be charged.

### VAT

VAT is not added to the advertised price. The leisure magazine Caravan is an organizational magazine.

### OTHER

Swedish VAT will be added to all prices.

Advertising production is not included in the advertising price.

This price list replaces all previously published ones and is valid for advertising bookings for the year 2026.



www.caravanclub.se



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TS-controlled edition

2025 26 200 ex

**WEBB PAGE** Google Analytics Report 2024-09-01-2025-08-30. – Active users 441 tm

• New users 403 tn • Number of events 4.2 mn • Average engagement time 00:01:24.

**NEWSLETTER** All members of the Caravan Club of Sweden. All members of which approx. 26,500 members have email addresses. Opening rate: > 70%.

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## FORMAT AND PRICES 2026

### FORMAT SIZE PRICE/MONTH

Web page	Panorama top	980x240px	SEK 11,400
	Insider	320x320/640x640 px	SEK 6,900
	Panorama bottom	320x320/640x640 px	SEK 8,400

### FORMAT SIZE PRICE/LETTER

Web page	Panorama top	980x240px	SEK 9,200
	Insider	320x320/640x640 px	SEK 6,900
	Panorama bottom	320x320/640x640 px	SEK 7,500

### PANORAMA TOP



INSIDER

INSIDER

PANORAMA BOTTOM

## TEKNISKA SPECIFIKATIONER

### PLACEMENT

- Placement on the public and logged-in home page and on the pages of Fritidsmagasinet Caravan [www.caravanclub.se/fmc](http://www.caravanclub.se/fmc)

### VIEWING

- Dynamic, random display at selected location.

### GUIDELINES

Panoramic top  
Insider

### Dimensions

980x240px  
320x320/640x640 px

### Maximum weight

150 kb  
100 kb

### File format

GIF, JPG, PNG

### Sound

When using audio, there must be one start and stop button. The sound should be turned off at startup. It is not allowed to start the sound at so-called mouse-over.

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# CARAVAN CLUB CURRENT INFO NEWSLETTER

## RELEASE PLAN 2026

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