



TARGET GROUP: Anyone interested in mobile leisure with mobile homes and caravans.

CIRCULATION: 28 300 ex (TS 2023)

FULL PAGE: SEK 17,800 230x285 mm **PUBLICATION:** 6 times per year.

2024



FRITIDSMAGASINET CARAVAN SWEDEN'S LARGEST MOBILE LEISURE MAGAZINE

FRITIDSMAGASINET CARAVAN is Sweden's largest and oldest specialist magazine for everyone who wants to know more about caravans and mobile homes. The magazine is issued to almost 30,000 members of the Caravan Club, which means a readership of between 75,000 and 100,000 people.

THE MAGAZINE GETS READ. The most recent reader survey has shown that the magazine is popular: 90 percent read the majority of editions. 80 percent of the magazines have at least two readers. Nearly 90 percent think the magazine is trustworthy. 75 percent read more than half of all advertisements. Nearly half the readers have used discounts or other offers from the magazine's advertisers. Almost as many have also visited stores or other advertisers. According to reports from TS, Tidningsstatistik AB, Fritidsmagasinet Caravan has an average circulation of 28,300 copies. It therefore reaches 13,500 more recipients than the largest comparable magazine.

FRITIDSMAGASINET CARAVAN continues to be Sweden's largest specialist magazine for caravan and mobile home users. It is published six times per year, and contains news and reports about tourism, destinations, technology and traffic, among other things.

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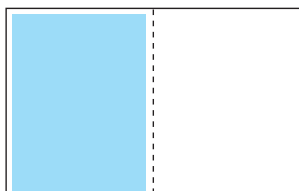
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FRITIDSMAGASINET CARAVAN

ADVERT FACTS



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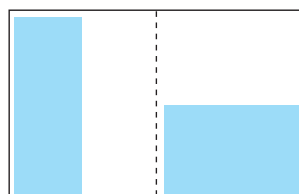
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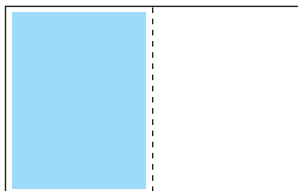
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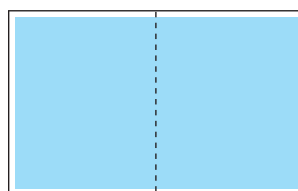


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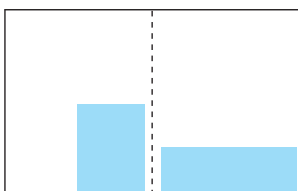


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PUBLICATION SCHEDULE 2024

EDITION	BOOKING	MATERIAL DATE	PUBLICATION
1	2024-01-03	2024-01-16	2024-02-09
2	2024-03-01	2024-03-06	2024-04-05
3	2024-04-29	2024-05-08	2024-06-05
4	2024-08-01	2024-08-05	2024-09-02
5	2024-09-01	2024-09-12	2024-10-11
6	2024-10-25	2024-11-04	2024-11-29

BANNERS

- see separate
fact sheet



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TECHNICAL INFORMATION

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ADVERT MATERIAL

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ICC profile can be

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caravanclub.se/fmc/annonsera

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