

# VAGABOND

Norways  
biggest  
travel  
magazine!

## ADVERTISING RATE CARD 2011

### Choose Vagabond because:

- With as much as 70 % editorial content your ad will have a great impact.
- The ads have lasting impact as Vagabond is lent out, saved and read again.
- Repeated reader surveys by Synovate Norway AS, an independent poller, measure the numbers as well as the profile of the readers.
- The editorial content has high credibility which reflects in a positive way on the ads.
- Your advertisement will appear among exciting feature articles, informative travel guides and travel news in a magazine with very classy and stylish design and fantastic photos.

\* Synovate, Feb., 2011



107 000\*  
readers love  
Vagabond

\*Synovate 2011

# VAGABOND

Exciting, innovative and inspiring!

## About Vagabond

Knowledge is the key to experience. Vagabond has been writing about travelling for seventeen years, and is Norway's leading travel magazine. Vagabond could mean the difference of an average holiday and a holiday you will never forget. As an advertiser in Norway's leading travel magazine, you will meet a determined, curious and adventurous target-group who travel a lot and have good economy.

## Target group

Vagabond readers are individual lifestyletravellers in the age group between 20 and 70. The main target group is between the age 30 and 39. He/she is curious, independent and hungry for new experiences and impulses, both home and abroad. Their economy is very good (63 % earns more than NOK 400 000\* Synovate 2011), they are highly educated, live in a house and spend lots of money on private travelling.

By advertising in Vagabond, you are guaranteed to reach a knowledgeable, influential group of people with spending-power. For 17 years the magazine has built up a unique position as a travelling magazine with a huge editorial credibility, and is often quoted and asked for advice by newspaper/television/radio.

## Publishing schedule 2011

Issue	Publ. date	Week	Ad original
2-11	16. February	Week 7	28. January
3-11	6. April	Week 14	18. March
4-11	11. May	Week 19	15. April
5-11	15. June	Week 24	30. May Extra large printum
6-11	14. September	Week 37	29. August
7-11	26. October	Week 43	10. October Ski special
1-12	7. December	Week 49	18. November Extra large printum

## Type

2-page spread	kr 39 500,-
Full Page	kr 24 800,-
1/2 Page	kr 16 500,-
1/4 Page	kr 9 900,-

## Rates

## Additional costs

Outside back cover + 20%.  
Requested page + 10%.

## Internet

[www.vagabond.no](http://www.vagabond.no) is the popular destination for travellers!  
Vagabond is on Facebook and on Twitter.  
Please contact Kari for advertising rates!

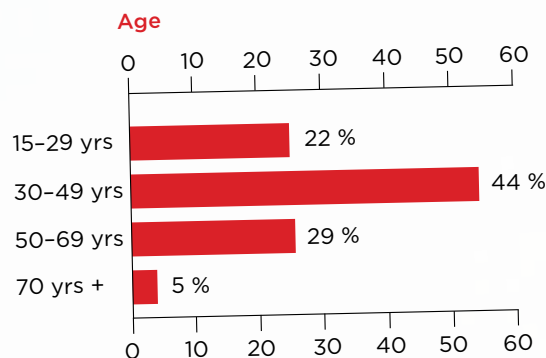
## Editorial facts

**Publisher:** Vagabond Forlag AS  
**Editor-in-chief:** Anders Wyller  
**Editorial policy:** Independent Consumer magazine for holiday travellers.

## Contact person

**Advertising Manager:** Kari Løvland  
**Phone.:** +47 23 23 05 51  
**Fax:** +47 23 23 05 53  
**Mobile:** +47 99 57 23 06  
**E-mail:** kari@vagabond.no  
**Address:** VAGABOND  
Sagveien 21a  
0459 Oslo

## Facts about Vagabond



## Technical specifications:

### Formats

**2-Page Spread**  
400 x 250 mm (bleed 460 x 292)

**Full Page**  
210 x 270 mm (bleed 230 x 292)

**1/2 Page**  
a: 210 x 135 mm (bleed 230 x 146)  
b: 100 x 270 mm (bleed 115 x 292 mm)

**1/4 Page**  
a: 100 x 135 mm  
b: 45 x 250 mm  
c: 210 x 60 mm

**Material:**  
Full pages and spreads:  
Digital, locked files (PDF-files)

### For delivery of material:

Juve  
vagabond@juve.no  
Phone +47 23 10 36 60