

VAGABOND



ADVERTISING RATE CARD 2012

Choose Vagabond because:

- **Norway's biggest travel magazine**
- 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, Sep. 2011



VAGABOND

Norway's biggest travel magazine!

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 spendingpower. For 18 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 advises by newspaper/television/radio.

Publishing schedule 2012

Issue	Publ. date	Week	Ad original	
1-12	07. December	Week 49	18. November	Extra large printum
2-12	16. February	Week 7	27. January	Extra large printum
3-12	29. March	Week 13	09. March	
4-12	10. May	Week 19	20. April	
5-12	14. June	Week 24	25. May	Extra large printum
6-12	13. September	Week 37	24. August	
7-12	25. October	Week 43	05. October	
1-13	06. December	Week 49	16. November	Extra large printum

Type

2-page spread

kr 39 500,-

Outside back cover + 20%.

Full Page

kr 24 800,-

Requested page + 10%.

1/2 Page

kr 16 500,-

1/4 Page

kr 9 900,-

Rates

Additional costs

Internet

www.vagabond.no is the popular destination for travellers!
Vagabond is on Facebook and on Twitter.
Please contact Kari for advertising rates!

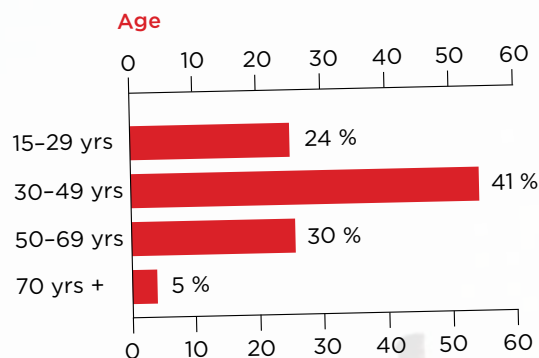
Editorial facts

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

Contact person

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Facts about Vagabond



Technical specifications:

Formats

2-Page Spread

420 x 270 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