

VAGABOND

Norway's
biggest
travel
magazine!

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 a Vagabond magazine has a long life - they get saved, shared and re-read.
- 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 classy, stylish design and fantastic photos.

* Synovate, Sep. 2011



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Norway's biggest travel magazine!

About Vagabond

Knowledge is the key to a good travel experience. Vagabond has been writing about travelling for eighteen years and is Norway's leading travel magazine. Vagabond could mean the difference between 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 made up of well-heeled people who travel a lot.

Target group

Vagabond readers are individualist lifestyle travellers between 20 and 70 years of age. The main target group is made up of people between the ages of 30 and 39. The average Vagabond reader is curious, independent and hungry for new experiences and impulses, both at home and abroad. Her/his economy is very good (63 % has an annual income of more than NOK 400 000* Synovate 2011), she/he is highly educated, lives in a house and spends a great portion of her/his money on private travelling.

By advertising in Vagabond, you are guaranteed to reach a knowledgeable, influential group of people with spending power. For 18 years Vagabond has built up a unique position as a travel magazine with great editorial credibility, and our staff is often quoted and asked for advise in Norwegian news media.

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
Full Page
1/2 Page
1/4 Page

Rates

kr 39 500,-
kr 24 800,-
kr 16 500,-
kr 9 900,-

Additional costs

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

Internet

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

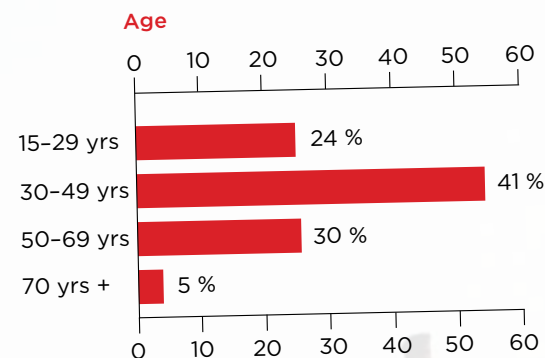
Editorial facts

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

Contact person

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

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



facebook.com/vagabondnorge



twitter.com/vagabondblad