

VAGABOND PRINT 2018

SCANDINAVIA'S LARGEST TRAVEL MAGAZINE

Vagabond is the leading Norwegian travel magazine, we've been writing about travels for 25 years. Our readers recognises our editorial content for the high quality, independence and profile, which reflects well for our advertisers. Readers use roughly 76 minutes reading our magazine and ads have longevity. Ads are displayed among articles and travel news with great layout and spectacular photography. Advertise where you know you get the most value for your investment.



AUDIENCE:

- ▶ Average age from 21 – 80
- ▶ Largest share (76,5%) from 18 – 45

CIRCULATION:

- ▶ 8 103**

READERSHIP:

- ▶ 91 000*

GROSS EXPOSURE POINTS (GEP):

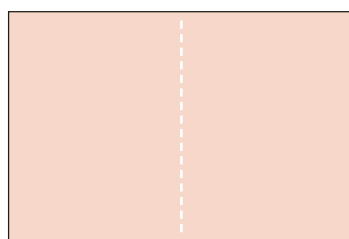
- ▶ 218 000*

PRODUCTION OF ADVERTISEMENT:

- ▶ We are happy to assist with production of adverts. Material for production to be received in the following file formats: PDF, EPS, TIFF, JPEG. All photos should be 300 dpi for best possible quality.
- ▶ Price: 245 NOK per each 15 minutes. The final cost for production of adverts will be specified on your invoice.

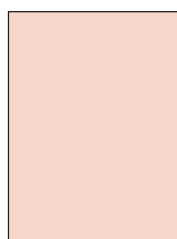
ADVERTISING RATES 2018

*Kantar TNS march 2018
** Norsk Opplagskontroll march 2018



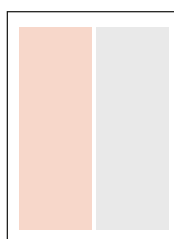
2/1 - spreads
420x270 mm (180x245)
+ 5 mm bleed

NOK 44 900



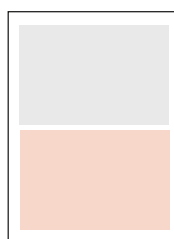
1/1 page
230x292 mm
+ 5 mm bleed

NOK 28 800



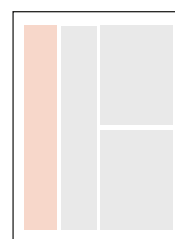
1/2 page
upright
115x292 mm

NOK 18 500



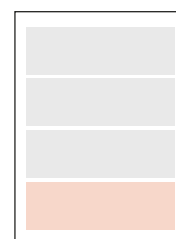
1/2 page
level
230x146mm

NOK 18 500



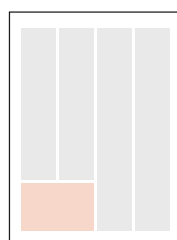
1/4 page
upright
42x292 mm

NOK 12 400



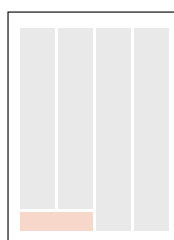
1/4 page
level
210x60 mm

NOK 12 400



1/8 page
level
94x59,5 mm

NOK 4 500



1/16 page
level
94x27 mm

NOK 2 500

TECHNICAL INFORMATION:

- ▶ Finish: perfect binding
- ▶ Bleed
- ▶ Materials delivered by email to bjorn.alver@07.no

*TNS Gallup September 2017

Vagabond is the only Norwegian travel magazine that has documented readership and circulation.

RELEASE SCHEDULE

| Issue | Material | Published |
|--------|----------------|---------------|
| 1/2018 | November 7th | November 27th |
| 2/2018 | January 18th | February 8th |
| 3/2018 | March 1st | March 22nd |
| 4/2018 | April 12th | May 3rd |
| 5/2018 | May 31st | June 31st |
| 6/2018 | August 9th | August 30th |
| 7/2018 | September 27th | October 18th |
| 1/2019 | November 15th | December 6th |



WANT TO ADVERTISE IN VAGABOND?

- ▶ **Contact** 07 Media v/Bjørn Alvær
- ▶ **Phone** +47 482 12 700
- ▶ **Email** bjorn.alver@07.no

07
media

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