

Caravan



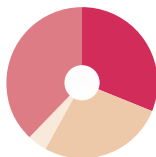
Caravan is the only magazine in Finland specialising in caravanning. The magazine covers subjects such as caravans, motor caravans, accessories, travelling, traffic and campsites. According to the Caravan reader surveys (Focus Master 2020), nine out of ten subscribers read the magazine regularly and the majority of them find it very important. All readers regard Caravan as a good means of advertising. Most of the readers are members of SF-Caravan (the Finnish Federation of Caravanning) and receive Caravan as a member's benefit. **The circulation of Caravan is now 60 231 copies with about 137 000 read-**



Mediakit 2022

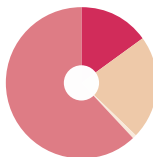
How long do you read Caravan?

at least one hour **31 %**
30–59 minutes **38 %**
15–29 minutes **27 %**
less than 15 min. **4 %**



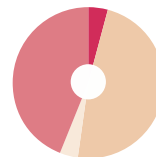
How thoroughly do you read the advertisements in Caravan?

all very carefully **14 %**
mainly interesting ones **62 %**
superficially **22 %**
not at all **1 %**



How interesting do you find the advertisements in Caravan?

very much **4 %**
quite much **44 %**
quite little **48 %**
not at all **4 %**



The survey was done by the Focus Master, which is specialized in readers surveys. The inquiry was mailed to randomly selected readers. The survey was done in september 2020.

TOPICS OF THE MAGAZINE

As consumer magazine specialising in caravanning, the magazine includes articles about new models of motorhomes and caravans, test-drives, maintenance, traffic, campsites and places worth visiting.

And as a club magazine, there is also a special section about different activities on the Finnish Caravan club. The number of pages is between 100 and 160.



Circulation

Circulation 60 231 (Media Audit Finland) 7.12.2021
The Finnish NRS, 2021 137 000 readers.
Circulation area Whole Finland.
Ever since the beginning of 1998 the issues of Caravan have been for sale at every well-equipped newsstand in Finland.

Published by

Address Caravan / Suomen Caravan Media Oy
Viipurintie 58, FI-13210 Hämeenlinna
phone +358 3 615 311
Caravan-lehti.fi, Leirintaopas.fi

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phone +358 40 563 3458
pauli.salokangas@caravan-lehti.fi

Advertising Manager Sari Reimi
phone +358 50 566 2320
sari.reimi@caravan-lehti.fi



Publication timetable in 2022

issue	deadline	publication day (week)
1	22.11.2021	3.1. (1)
2	25.1.	24.2. (8)
3	2.3.	11.4. (15)
3b, Campsite guide	2.3.	11.4. (15)
4	3.5.	10.6. (23)
5	9.8.	14.9. (37)
6	4.10.	4.11. (44)

Advertisign rates

	b/w €	4 color €
Back cover		3 949
2. and 3. coverpage		3 309
Page 4		3 309
Spread	3 500	4 139
1/1 page	2 106	3 039
1/2 page	1 169	1 625
1/4 page	795	1 005
1/8 page	405	636

Classified ads 7 €/column millimetres.
Additional colours 100 €/colour.
The prices are for ready pdf-material.
Translation from English into Finnish
and supplements are possible.

Module ads

Smaller than 1/8-page ads will be placed in Kauppa Käy -section.

Size	€
90 × 35 mm	258
42,5 × 30 mm	113
42,5 × 50 mm	177

Advertorials

1/1 page (max. 2 700 characters and a picture) 3 680 €
1/2 page (max. 1 500 characters and a picture) 2 190 €

Cancellations

Within 8 days after receiving invoice. The responsibility of the magazine is limited to the advertisement rate.

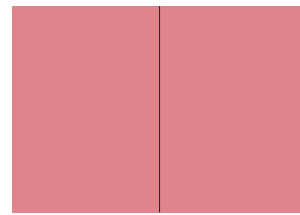
Complaints

At the latest, by given deadline in writing. Thereafter, 50% of the advertisement rate will be charged.

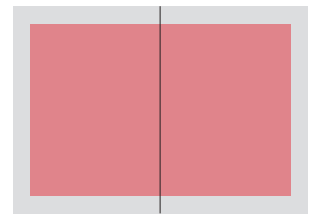
For Finnish companies value added tax (VAT) will be added to the above rates.

Sizes

Spread

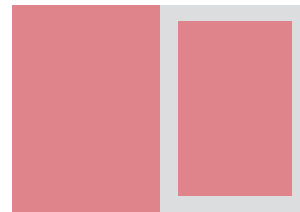


420 × 297 mm
Full page



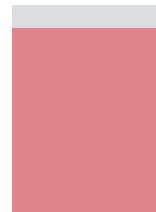
398 × 276 mm
To side margins

1/1 page



210 × 297 mm 184 × 276 mm
Full page To side margins

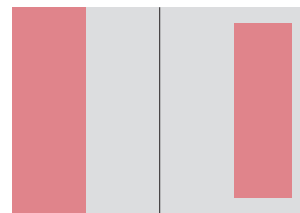
Back cover



210 × 272 mm
Full page

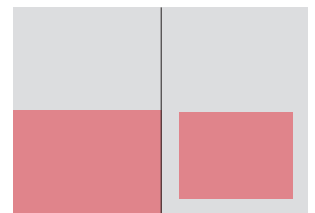
Leave 25 mm
blank space
to top for
address info

1/2 page (vertical)



102 × 297 mm 89 × 276 mm
Full page To side margins

1/2 page (horizontal)



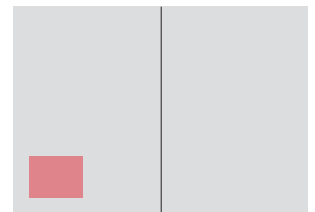
210 × 146 mm 184 × 135 mm
Full page To side margins

1/4 page



90 × 135 mm 184 × 65 mm
To side margins To side margins

1/8 page



89 × 65 mm
To side margins

Delivery of material and technical data

- 3 mm bleeds and crop marks included if ad is cropped to page edge (full page)
- File format: PDF
- Image resolution: 300 ppi
- Color profile: ISOcoated_v2_300_eci.icc
- Page size 210×297 mm, printing area 184×276 mm
- Press: Punamusta Oy, Joensuu, Finland
- Printing technique: Heatset-offset
- Binding: Adhesive binding

Delivery of material: sari.reimi@caravan-lehti.fi

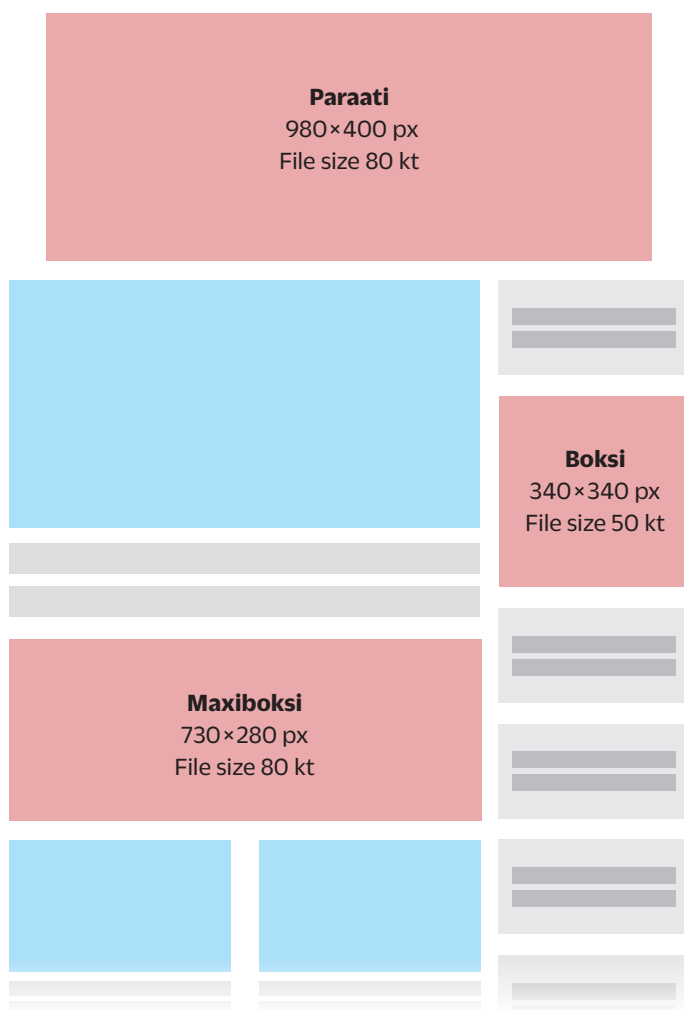
Up to 20 Mb. Larger files via OneDrive or other cloud service.

ONLINE BANNERS

Caravan-lehti.fi

	Weeks 13–38 €/ week	Weeks 1–12 and 39–52 €/ week
Paraati	290	230
Maxiboksi	160	140
Boksi	80	60

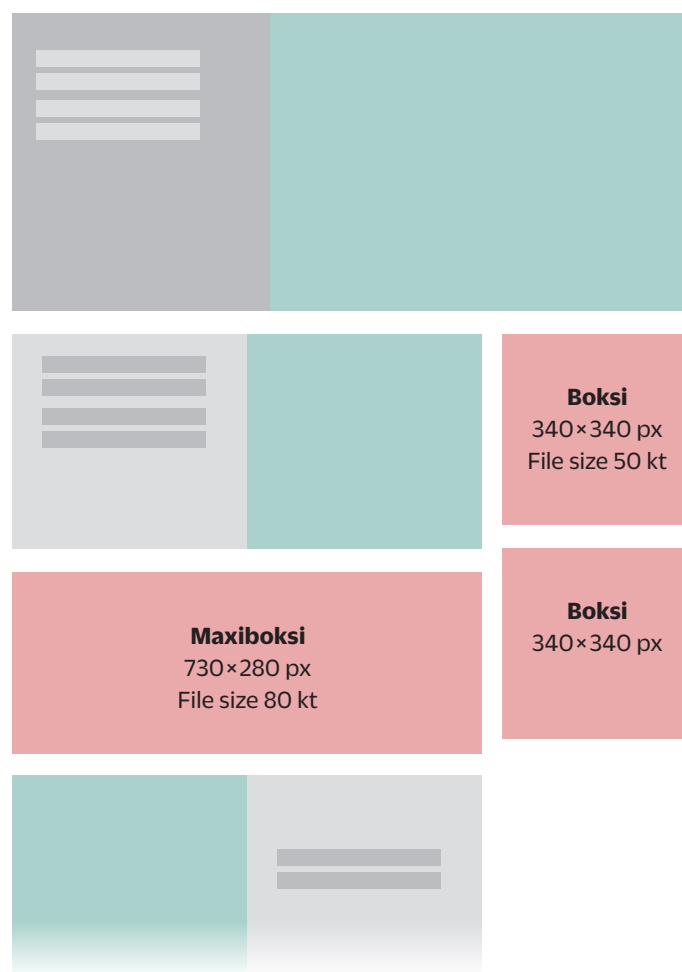
Caravan



Leirintaopas.fi

	Weeks 22–35 €/ week	Weeks 1–21 and 36–52 €/ week
Maxiboksi	160	140
Boksi	80	60

Leirintäopas



Online banners are sold primarily with print ad.

If another size fits your purpose, please contact:
Sari Reimi, +358 50 566 2320, sari.reimi@caravan-lehti.fi

For Finnish companies value added tax (VAT) will be added to the above rates.

Delivery of material and technical data

- File format: JPG
- No animated graphics
- Resolution: 72 dpi
- Color space: RGB
- Send also URL-address (link)