

Rate card 2024

Caravan



KUVA: AKU MATTILA

Caravan is an abundant, diverse, specialist magazine for users of recreational vehicles. In recent years, Caravan magazine has increased its circulation rapidly. **Our circulation stands at 59,730***, and the magazine has **166,300** readers**. Most readers are members of SF-Caravan ry, the Finnish Federation of Camping, Caravanning and Motorcaravanning, who receive the magazine as one of their member benefits. The magazine is also available in digital magazine format on our website for people with member or subscriber credentials. Readers can also subscribe to the magazine or buy it at newsagents.

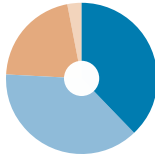


*MAF 11 December 2023 | **KMT 2023

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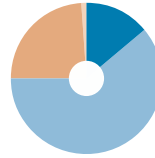
Readers take their time with Caravan magazine

At least an hour	38%
30–59 minutes	38%
15–29 minutes	21%
Less than 15 minutes	3%



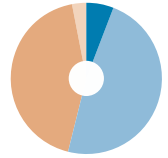
Advertisements are examined carefully

Carefully	14%
Selectively	61%
Superficially	24%
Not at all	1%



Information gained from advertisements

Very much	6%
Quite a lot	48%
Not much	43%
None at all	3%



An online reader survey was conducted in September 2022 (Focus Master Oy)

READERSHIP

Caravanners are well-off middle-aged people, but the travel restrictions also tempted younger generations to try out domestic tourism. Our readers are active outdoor enthusiasts. They enjoy hiking, cross-country and downhill skiing, cycling, golf and fishing.

CONTENTS OF THE MAGAZINE

- Caravans, motorhomes and the related technology and maintenance
- Equipment and accessories
- Road safety and driving skills
- Car travel in Finland and abroad
- Campsites
- Hobbies
- Consumer protection
- SF-Caravan ry's activities and member benefits
- Readers' experiences and opinions



Subscription price

The annual subscription price is €48 in Finland, €52 in EU countries and €58 in other countries. The subscription prices include value-added tax.

Circulation

Audited circulation: 59,730 (MAF 11 December 2023)
KMT (2023) 166,300 readers.

Circulation area: all of Finland
The printed magazine is delivered to paid subscribers. All members of SF-Caravan get a digital copy as part of their membership. Readers can also subscribe to the magazine or buy it at well-stocked newsagents.

Contact details

Publisher	Caravan / Suomen Caravan Media Oy
Address	Viipurintie 58, 13210 Hämeenlinna, Finland Tel +358 3 615 311 Caravan-lehti.fi, Leirintaopas.fi
Editor	Pauli Salokangas Tel +358 40 563 3458 pauli.salokangas@caravan-lehti.fi
Advertising Manager	Sari Reimi Tel +358 50 566 2320 sari.reimi@caravan-lehti.fi
Assistant Advertising Sales	Kruunu Media Oy/Henna Anttila Tel +358 50 541 9943



VASTUULLISTA
JOURNALISMIA

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Publication timetable 2024

Issue	Material date	Publishing Week
1	21 November 2023	1
2	22 February	15
2b, Camping guide	22 February	15
3	7 May	24
4	8 August	38
5	4 October	45

Advertisement rates

	B&W € (VAT 0%)	4-colour € (VAT 0%)
Back cover		4,048
2nd and 3rd cover		3,392
Page 4		3,392
Spread	3,588	4,243
1/1 page	2,159	3,116
1/2 page	1,199	1,668
1/4 page	815	1,032
1/8 page	416	652

Small adverts: €7/pmm.

Extra colour: €100.

Advertising agency discount: 15%.

The advertisement rates are for ready-made material. A separate fee is charged at an hourly rate if advertising material is delivered in incomplete form (does not apply to small advertisements).

Module advertisements

Advertisements smaller than 1/8 of a page are placed in the Kauppa Käy ("Good Trade") column.

Size	€ (VAT 0%)
90 × 35 mm	265
42.5 × 30 mm	116
42.5 × 50 mm	182

Advertorials

1/1 page (max. 2,700 characters and one image) €3,775

1/2 page (max. 1,500 characters and one image) €2,245

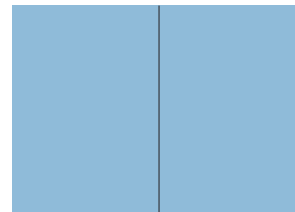
Advertisement cancellations and complaints

Cancellations must be submitted in writing by the stated material date. After the deadline, the compensation is 50% of the advertisement price. Complaints must be submitted in writing within 8 days of the magazine's publishing date. The upper limit of the magazine's liability is the price of the advertisement.

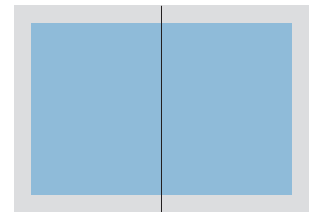
Value-added tax will be added to all the prices stated in this rate card in accordance with the applicable legislation.

Advertisement sizes

Spread

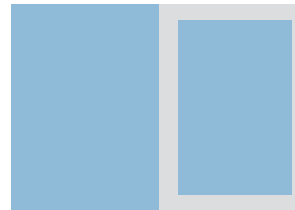


420 × 297 mm
To the page edge



398 × 276 mm
To the margin

1/1 page



210 × 297 mm
To the page edge

184 × 276 mm
To the margin

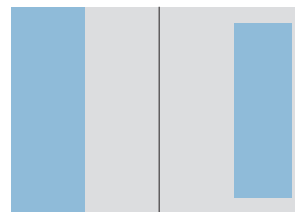
Back cover



210 × 272 mm
To the page edge

30 mm blank at the top edge for the address

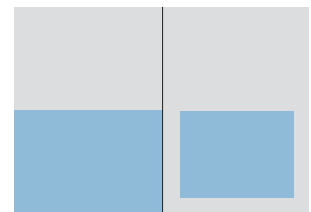
1/2 page (vertical)



102 × 297 mm
To the page edge

89 × 276 mm
To the margin

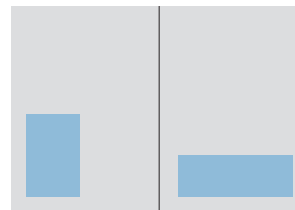
1/2 page (horizontal)



210 × 146 mm
To the page edge

184 × 135 mm
To the margin

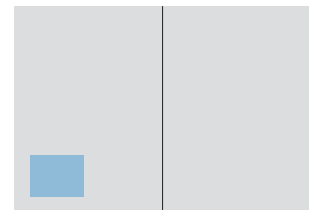
1/4 page



90 × 135 mm
To the margin

184 × 65 mm
To the margin

1/8 page



89 × 65 mm
To the margin

Material delivery and technical information

- If an advertisement is designed to extend to the page edge without a margin, the material must have a 3 mm trimming edge on every side, as well as cutting marks.
- Material format: PDF
- Image resolution: 300 PPI
- Recommended colour profile: PSO_coated_V3
- Magazine size: 210×297 mm, printing area: 184×276 mm
- Printer: Punamusta Oy, Joensuu
- Printing process: Heatset-offset / Binding: Adhesive binding

Material delivery: sari.reimi@caravan-lehti.fi

Up to 20 megabytes. Larger files can be delivered with a tool such as OneDrive.

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Caravan-lehti.fi – Banner locations and native advertising

Best position (980 × 400 px) €29/CPM (VAT 0%)

Tall panorama (980 × 240 px) €19

Short panorama (980 × 120 px) €17

Large box (750 × 200 px) €12

Box (340 × 340 px) €9

CPM = 1,000 impressions. The minimum order is 25 CPM.

Native advertising

Article on the homepage, max. 5,000 characters and 6 images: €790 for 2 weeks. Delivery of the completed material 2 business days before the start of the campaign. Please enquire about content development prices separately if required. More details on native advertising are provided on the website: [Caravan-lehti.fi/natiivimainonnan-ohjeet](https://caravan-lehti.fi/natiivimainonnan-ohjeet)

Material instructions

- See the next page

Best position | 980 × 400 px

The most spectacular and prominent advertising position. A large banner placed above all the content and the menu in Caravan magazine. Mobile users are shown the banner in the first box.



Tall panorama | 980 × 240 px

The tall panoramic banner provides excellent visibility. It is located between the menu and content area on the homepage and content pages. The tall and short panoramic banners are shown in the same positions, one at a time. In a second box for mobile users.



Short panorama | 980 × 120 px

The shorter panoramic banner provides excellent visibility. It is located between the menu and content area of Caravan magazine's homepage and content pages. The tall and short panoramic banners are shown in the same positions, one at a time. In a second box for mobile users.



Large box | 750 × 200 px

In Caravan magazine, the large box is after the first article on the front page, and on content pages, it is interspersed with the contents of articles. Mobile users are shown the banner in the third box.



Box | 340 × 340 px

The Caravan magazine's website has space for four box banners in the right sidebar. The advertising impressions for box campaigns are arranged evenly across these four positions so that each banner is only shown in one position at a time on each page load. Mobile users are shown them in boxes 4–7.



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Leirintäopas.fi – Banner locations

Tall panorama (980 × 240 px)	€19/CPM (VAT 0%)
Short panorama (980 × 120 px)	€17
Large box (750 × 200 px)	€12
Box (340 × 340 px)	€9

CPM=1,000 impressions. The minimum order is 25 CPM.

Tall panorama | 980 × 240 px
A tall panoramic banner with excellent visibility, placed above all the content and the menu in Leirintäopas. Mobile users are shown the banner in the first box.



Short panorama | 980 × 120 px
A shorter panoramic banner with excellent visibility, placed above all the content and the menu in Leirintäopas. The tall and short panoramic banners are shown in the same positions, one at a time. Mobile users are shown the banner in the first box.



Material instructions

- Material format: JPG, GIF, PNG
- File size: 200 kB
- When you submit the material, also send the URL that the banner should link to.
- Material delivery: sari.reimi@caravan-lehti.fi

Large box | 750 × 200 px
Leirintäopas places the large box between the map and the content on the homepage. On the content pages, the large box is placed among the content presenting the regions. Mobile users are shown the banner in the second box.



Box | 340 × 340 px
The Leirintäopas website has space for three box banners in the right sidebar. The advertising impressions for box campaigns are arranged evenly across these three positions so that each banner is only shown in one position at a time on each page load. Mobile users are shown them in boxes 3–5.

