

# *Caravan*

LEIRINTÄMATKAILUN ERIKOISLEHTI



## **ADVERTISING RATES 2021**

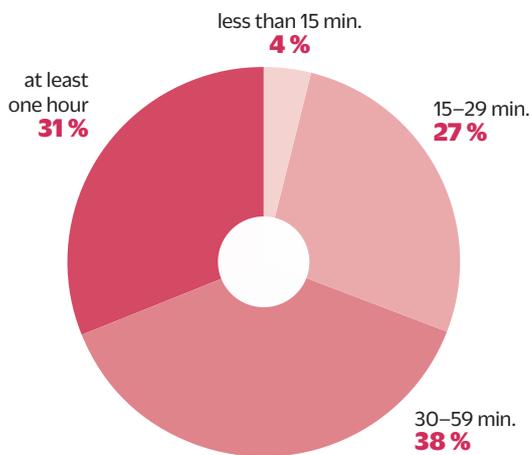
**Caravan is the only magazine in Finland  
specialising in caravanning**

# Caravan

**Caravan** is the only magazine in Finland specialising in caravanning. The magazine covers subjects such as caravans, motor caravans, accessories, travelling, traffic, campsites etc. 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 belong to SF-Caravan (the Finnish Federation of Caravanning) and receive Caravan as a member's benefit. **The circulation of Caravan is now 56 592 copies with about 136 000 readers.**



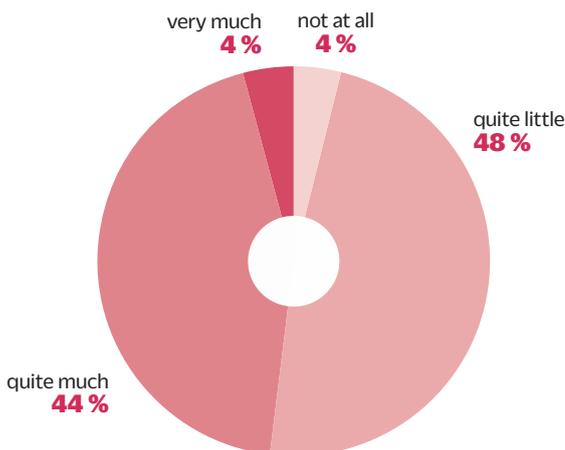
## How long do you read Caravan?



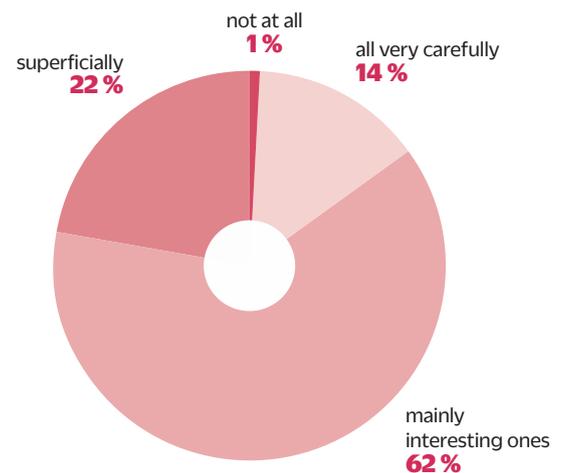
## How do you store Caravan?



## How interesting do you find the advertisements in Caravan?



## How thoroughly do you read the advertisements in Caravan?



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.

## Published by

<b>Address</b>	<b>Caravan / Suomen Caravan Media Oy</b> Viipurintie 58, FI-13210 Hämeenlinna phone +358 3 615 311 www.caravan-lehti.fi
<b>Editor-in-chief</b>	<b>Pauli Salokangas</b> phone +358 40 563 3458 pauli.salokangas@caravan-lehti.fi
<b>Advertising Manager</b>	<b>Sari Reimi</b> phone +358 50 566 2320 sari.reimi@caravan-lehti.fi

## Technical data

<b>Size of magazine</b>	210 × 297 mm
<b>Printing area</b>	184 × 276 mm
<b>Printing method</b>	heatset-offset
<b>Material</b>	Digital material
<b>Colorprofile</b>	ISOcoated_v2_300_eci.icc
<b>Printed at</b>	Punamusta Oy, PL 99, FI-80141 Joensuu
<b>Material</b>	sari.reimi@caravan-lehti.fi, up to 20 Mt. Large files via OneDrive.

## Circulation

<b>Circulation</b>	56 592 Media Audit Finland 5.12.2019
<b>The Finnish NRS, 2020</b>	136 000 readers.
<b>Circulation area</b>	Whole Finland. Ever since the beginning of 1998 the issues of Caravan have been for sale at every well-equipped newsstand in Finland.

## Publication timetable in 2021

issue	deadline	publication
1	23.11.2020	4.1. (week 1)
2	26.1.	25.2. (week 8)
3	8.3.	15.4. (week 15)
3b, campsite guide	8.3.	15.4. (week 15)
4	11.5.	17.6. (week 24)
5	4.8.	9.9. (week 36)
6	5.10.	4.11. (week 44)

## Object 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.

## Complaints

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

## Cancellations

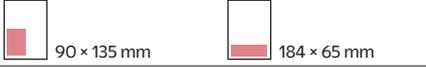
At the latest, by given deadline in writing. Thereafter, 50% of the advertisement rate will be invoiced.

## Payment transactions

### Our bank account:

Suomen Caravan Media Oy	OP Hämeenlinna
Our bank codes:	FI28 5680 0020 0757 64
	name: OKO bank Helsinki Finland
	dd adress: Helsinki Finland
	IBAN: FI 28568 000200 75764
	BIC: OKOY FI HH
Terms of payment	14 days net.

## ADVERTISING RATES 2021

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

Classified ads 7 €/column millimetres.

Additional colours 100 €/colour.

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

The prices are for ready material.

Translation from English into Finnish and supplements are possible.



# *Caravan*

- Noin 1 000 neliväristä sivua vuodessa
- Uusimmat mallit ja paljon tekniikkaa
- Leirintä- ja matkailujutut kotimaasta ja maailmalta
- Virallinen levikki 56 592 (MAF 5.12.2019)
- Lukijoita 136 000
- Lehti luetaan tarkkaan ja säilytetään pitkään