

# Bobil og Caravan magasinet®



**MEDIA PLAN**  
**2024**

MEMBER OF  
**F Fagpressen**

## Pinpointed advertising!

By advertising in Norwegian Motorhome and Camping Club members magazine **Bobil og Caravan Magasinet**, you will reach a unique group of happy campers in Norway!

Norwegian Motorhome and Camping Club has around 60 local branches scattered around all over the country, from Nordkapp in the north to Kristiansand in the south. Our member magazine Mobil og Caravan Magasinet has a **confirmed circulation of 23,373** (Fagpressens Oplagskontroll).

BoCM is the largest magazine in Norway for people interested in camping, RWs and caravans, featuring articles on new models from the industry, camping equipment, popular trends, and inspiring reports from European travel destinations.

As advertiser in BoCM you will target the most enthusiastic and eager group of campers in Norway.

Read more about us: [www.nbocc.no](http://www.nbocc.no)

Send **ad-material** to: [annonse@salgsfabrikken.no](mailto:annonse@salgsfabrikken.no)  
in high resolution PDF (300 dpi).



## Prices

Size	Format (landscape)	Format (portrait)	Prices, excl. VAT (full color)
2/1 page	420 x 297 mm + 3 mm bleed	370 x 260 mm	NOK 45.000,-
1/1 page		210 x 297 mm + 3 mm bleed	NOK 25.020,-
1/2 page	185 x 127 mm	87 x 260 mm	NOK 13.510,-
1/4 page	185 x 60 mm	87 x 127 mm	NOK 7.180,-
1/8 page	87 x 60 mm	47 x 127 mm	NOK 4.855,-

Production costs will be charged to costumer.  
Foreign agency comission 3,5%

**Cancellation of order must be done at latest 6 weeks before issuing date. Any discounts will be invoiced if order is cancelled.**

## Contact our sales representatives:



**Jens Zachariades**  
+47 457 23 128  
[jens@salgsfabrikken.no](mailto:jens@salgsfabrikken.no)



**Vidar Hovind**  
+47 900 52 210  
[vidar@salgsfabrikken.no](mailto:vidar@salgsfabrikken.no)

## Release Plan

Issue	Ad Deadline	Issuing Date
NO. 1	January 24	February 19
No. 2	February 21	March 18
No. 3	May 22	June 17
No. 4	August 7	September 2
No. 5	September 25	October 21
No. 6	November 13	December 9

You will be granted volume discounts on multi-issued agreements



# MEDIA PLAN 2024

Users per year  
approx  
**75.000**

Views per year  
approx  
**365.000**

## Prices and modules on digital ads – [www.nbocc.no](http://www.nbocc.no)

– Prices are excl. VAT

**Top banner**  
1000 x 250 px  
**Kr 10.300,-**

**Module 2 -  
Carousel**  
250 x 200 px  
**Kr 2.300,-**

**Module 3 - Content**  
1024 x 650 px  
**Kr 17.000,-**

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