

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

Send **ad-material** to: 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:



Fredrik Larsen
+47 456 54 170
fredrik@salgsfabrikken.no



Vivian Karlsen
+47 919 03 397
vivian@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 | October 16 | November 11 |

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

– 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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