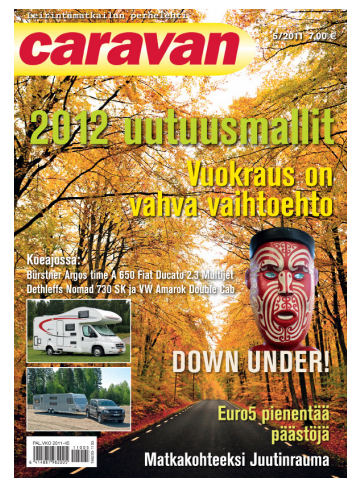


caravan

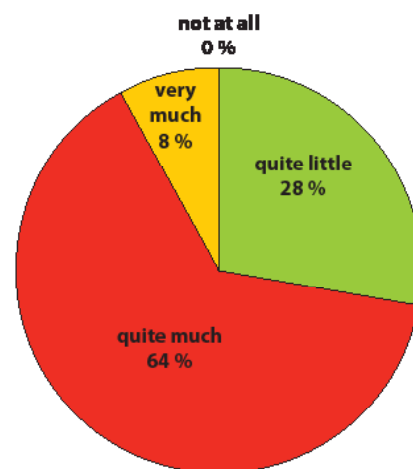
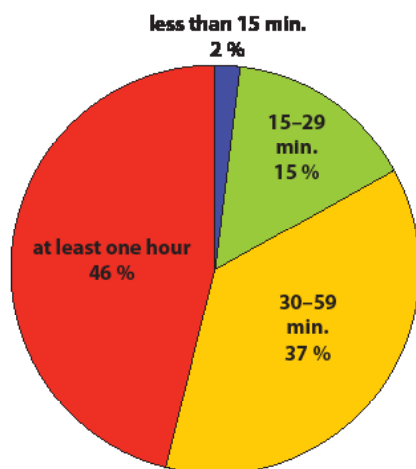
www.caravan-lehti.fi

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 2010), 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 has grown steadily, **amounting now 56 918 copies with about 152 000 readers.**



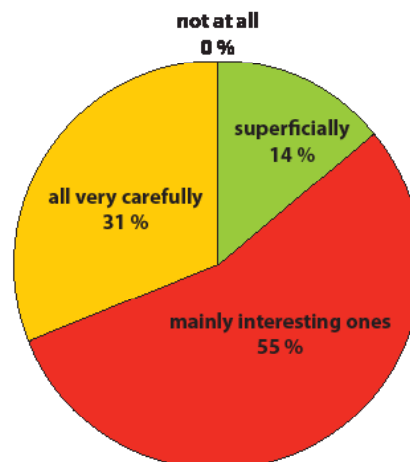
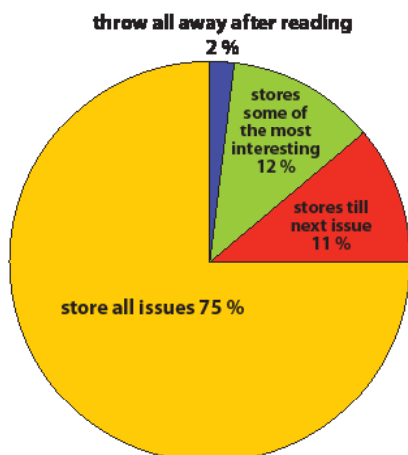
How interesting do you find the advertisements in Caravan

How long do you read Caravan?



How thoroughly do you read the advertisements in Caravan?

How do you store Caravan?



The survey was done by the Focus Master, which is specialized in readers surveys. The inquiry was mailed to 800 randomly selected readers. The survey was done in October 2010.

PUBLISHED BY

Address **Caravan / SFC-Markkinointi Oy**
Viipurintie 58, FIN-13210 Hämeenlinna
phone +358 3 615 3140
fax +358 3 615 3162
www.caravan-lehti.fi

Editor-in-chief **Pekka Heinonen**
phone +3583 615 3141,
+358 50 505 3353
pekka.heinonen@caravan-lehti.fi

Advertisement manager **Sari Reimi**
phone +3583 615 3144,
+358 50 566 2320
fax. +358 3 615 3162
sari.reimi@caravan-lehti.fi

TEKNICAL DATA

Size of magazine 210 x 297 mm
Printing area 187 x 274 mm
Width of columns 43 mm, space between columns 5 mm
Number of columns 4
Printing method heatset-offset
Material Digital material, CMYK or B&W

Printed at Punamusta Oy,
PL 99, 80141 Joensuu

Material New Attitude Oy, PL 38,
FIN-02401 Kirkkonummi
phone +358 500 450 622,
fax +358 9 2230 2620
caravan@newattitude.fi

CIRCULATION

Circulation 56 918, Levikintarkastus Oy
25.03.2011
KMT (10/11) 152 000 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.

PUBLICATION TIMETABLE IN 2012

number	deadline	publication
1	28.11.2011	04.01. (week 1)
2	26.01.	22.02. (week 8)
3	14.03.	18.04. (week 16)
3b campsite guide	09.03.	18.04. (week 16)
4	14.05.	06.06. (week 23)
5	06.08.	05.09. (week 36)
6	15.10.	07.11. (week 45)

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 132-180, including covers.

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:



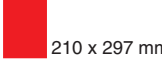
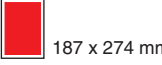
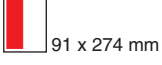
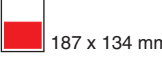
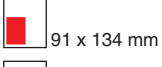

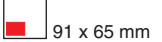
SFC-Markkinointi Oy
Our bank codes:

OP Hämeenlinna 568000-275764
name:OKO bank Helsinki Finland
address: Helsinki Finland
IBAN: FI 28568 000200 75764
BIC: OKOY FI HH

Terms of payment

14 days net.

Avertising rates 2012

	b/w €	4c €		
Back cover		3630		
2. ja 3. cover		3040		
Page 1		3040		
2/1 page	3214	3800		
1/1 page	1935	2795		
1/2 page	1070	1475		
1/4 page	723	920		
1/8 page	370	580		

Classified ads 7 €/column millimetre.

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.