

Pricelist 2026

allt om
husbilen
.se
MAGASINET
ONLINE



In 12 months our advertisers banners were shown 38 281 929 times!
2 Nov 2024 - 1 Nov 2025

The leading motorhome magazine of Sweden

With us You reach the most attractive demographic.
+55 with time and money

55 000 - 185 000 unique visitors/month.
Depending on season.

They stay on average 3 minutes on the site
(90 seconds is considered good)

We are shown in more than 800 000 Google searches every month with a clickrate of 5,1% (2% is considered good)

Our newsletter reach 5 500 subscribers.
70-80% opens the letters.

Our menu 2026

Premium packages 12 months

Best value options!

These packages include everything we have to offer. The packages are split into three categories so they best fit Your companies needs.

We can of course customize the packages to best fit Your needs.

Premium Importer/manufacturer € 7 000

Included: Banner 300x600 or 1140x200 pxl, adverts in our newsletter for campaigns, 2 tests, presentation as a partner to Alltomhusbilen on the first page.

Premium Accessories € 4 000

Included: Banner 300x600 or 1140x200 pxl, adverts in our newsletter for campaigns, 2 tests, presentation as a partner to Alltomhusbilen on the first page.

Banner+ € 2 500

This package is open for all.
Banner, 12 months, 300x600 pxl
Expected views: 1 825 000

“Big Dude” articles

Trip in Sweden: € 1 000 kr

Trip in Europe: € 2 000 kr

The blog alias “Big Dude”, used by our editor in chief for making travel stories, has become a popular segment on the site. With a following of about 20 000 readers.

During a period of time he travels in a motorhome and document his experience in a number of articles and also a video.

Can only be purchased together with a Premium package.

Sponsor our YouTube channel

€ 2 500 /5 videos

We give Your product about 30 seconds in the video. A presentation.

Since we mostly film tests it is accessories and services that are best suited for sponsorship.

If You are manufacturer/importer of motorhomes we can discuss what type of video You can sponsor.

Advertising

All adverts are large and very visible. You can change freely during the period You have paid for. We encourage frequent changes, it gives a better result.

Top banner 980 x 240 pixles: € 600 /month
(5 spots available)

Mid banner 1140 x 200 pixles : € 400 /month

Side banner: 300 x 600 pixles: € 400 /month

More opportunities

Advert in newsletter: € 600 /nyhetsbrev

Size 1200 x 400 pxl

Themed newsletter: € 1 000

A newsletter dedicated to Your product

Pop-Up first page: € 1 000 /week

Poll: € 2000

Find out how customers view Your product.



Contact

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