

Jaktmarker & Fiskevatten

Sweden's largest independent hunting magazine with 93,000 readers.

Source: Orvesto full year 2015

Jaktmarker & Fiskevatten focus on testing weapons and gear. We guide the reader in the right direction when it comes to equipment and gadgets. We review the dilemmas and phenomena of hunting. We report from the latest wildlife research. We follow the reader to the forest and describe the path to shot. We feel the pulse beat and share the joy of the hunter from a succesful hunt. We give useful hints in the hunting dog section and write about the best hunting dogs in JOF-dog. We follow you into the kitchen and give you good- tasting recipes. We also like fishing. Jaktmarker & Fiskevatten is the hunters best friend – before, during and after the hunt.

Sture Markström, editor in chief



JAKTMARKER & FISKEVATTEN

Issues:	12 per year + 1 one shot
Reach:	93,000 (Orvesto full year 2015)
Age distribution:	16-24 years 6%, 25-34 years 8%
	35-44 years 14%, 45-54 years 20%,
	55-64 years 18%, 65-80 years 26%

FORMATS & PRICES –TEXT

Spread	1/1	1/2 vertical	1/2 horizontal
434x280 33 500:-	217x280 20 700:-	105x280 12 500:-	217x140 12 500:-

1/2 spread	1/4 vertical	1/4 horizontal
434x140 21 600:-	90x123 7 500:-	185x60 7 500:-

SPECIAL			
Second cover	22 600:-	Fourth cover	24 600:-
Third cover	21 600:-	Please note size:	217x255

The measurements refer to page size. Add 5 mm bleed all around.

FORMATS & PRICES –CLASSIFIED

1/4 vertical	1/4 horizontal	1/8 vertical	1/8 horizontal
90x123 6 100:-	185x60 6 100:-	43x131 3 700:-	185x25 3 700:-

1/16	1/32
43x60 2 160:-	43x28 1 230:-

INSERTS IN MAGAZINE

Price/each for bookings of subscriber edition or the full edition

Max 10 gram	1,15 :-/each	Max 50 gram	1,50 :-/each
Max 20 gram	1,25 :-/each	Max 60 gram	1,65 :-/each
Max 30 gram	1,35 :-/each	Max 70 gram	1,75 :-/each
Max 40 gram	1,45 :-/each		

*The price is for delivery of the completed insert in our material specification to our printing house.

PUBLICATION SCHEDULE 2017

NR	PUBL.DATE	COPY DL
1	29/12-16	1/12-16
2	24/1	19/12-16
3-4	28/2	2/2
5	20/4	27/3
6	18/5	24/4
7	22/6	26/5
8	25/7	29/6
9	22/8	27/7
One shot	29/8	3/8
10	26/9	31/8
11	24/10	28/9
12	23/11	27/10
1-2018	21/12	27/11

Lots of reading

Jaktmarker & Fiskevatten specifically focus on hunting in the nordic countries. During 2017 we will for instance write about battue, wild boar, tree basement hunting with bark- king winner, stalking for fallow deer and the hunt for the record buck.

After the summer we will have bird hunting on all kinds of birds, from mallards to big capercaillies. We will have a guide helping you choose bird dog and you will be given a lot of help to choose dog. Of course you will be presented the best advice for good fishing. There will be both record perch- pike and beautiful loach catches. Of course we will not forget the short chasers and the small chasing dogs. Finally there will be lots of editorial hints and advice about moose in the magazine and also in the oneshot Älgjakt.

BOOKING OF ADVERTISEMENTS

ADVERTISEMENT

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AD MATERIAL / PRODUCTION

AD COORDINATOR

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AD READY FOR PRINTING - UPLOAD

www.svenskamedia.se/annonslamning

Clearly state: Name of advertiser, name of magazine and date of issue. Please leave name, telephone number and/ or e-mail address so that we can reach you if needed.

CREATIVE AD SOLUTIONS

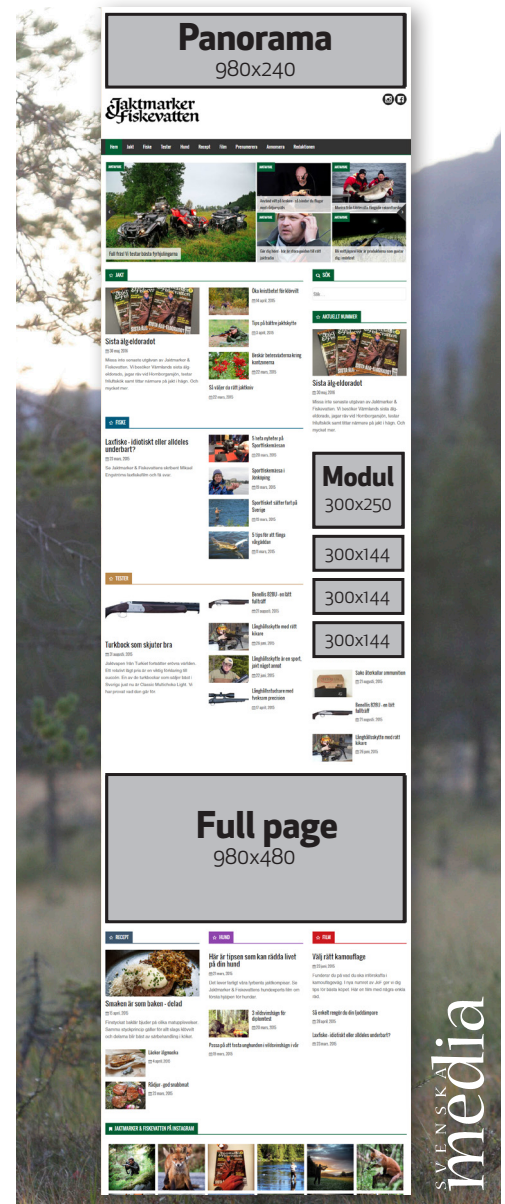
Please contact us for more information regarding advertorials, supplements, partner promotions and other creative ad solutions.

www.jof.se

Don't miss Jaktmarker & Fiskevatten's new website. It complements the magazine with blogs and films and on it we can show hunting live and be present where it happens when it happens.

FORMATS & PRICES

Format:	Size	Price/week:
Panorama:	980 x 240 pxl	3 000 :-
Modul:	300 x 250 pxl	2 000 :-
Modul mini:	300 x 144 pxl	1 000 :-
Full page:	980 x 480 pxl	2 500 :-



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