

- Online store
- Magazize
- News site

## Sweden's by far the largest independent sport fishing magazine.

Ever since the start of 1974, Fiskejournalen has shortened the time between the bites for both beginners and professionals. The recipe for reaching the wide-ranging sports fisherman during these 46 years have been inviting engaging as well as inspirational reading, and above all - to help our readers to get closer to dream catch.

Like many lifestyle magazines, we experience that the ads are considered to be an important part of the magazine, that chance you have the opportunity to manage. With to our digital platforms, we are now hanging out with our readers all the way to the water.

Best regards



Anders Holm editor in chief

80,000  
readers  
per issue

Orvesto Konsument  
2020:1



### PUBLICATION SCHEDULE 2023 PRINT

Issue	Material day	Publication
1 2023	15 Nov 2022	21 Dec 2022
2	21 Dec 2022	1 Febr
3	1 Febr	8 March
4	7 March	12 April
5	16 April	24 May
6	29 May	5 July
7	11 July	16 Aug
8	25 Aug	2 Oct
9	6 Oct	13 nov
1 2024	14 Nov	20 Dec

### SALES CONTACT

Stefan Jonsson

+46 (0)651-150 62, +46 (0)70-311 37 58  
stefan.jonsson@svenskamedia.se

### MATERIAL PRINT

**Delivery:** Use the unique link in your order confirmation to upload your ad or materials. In cooperation with Picapoint.

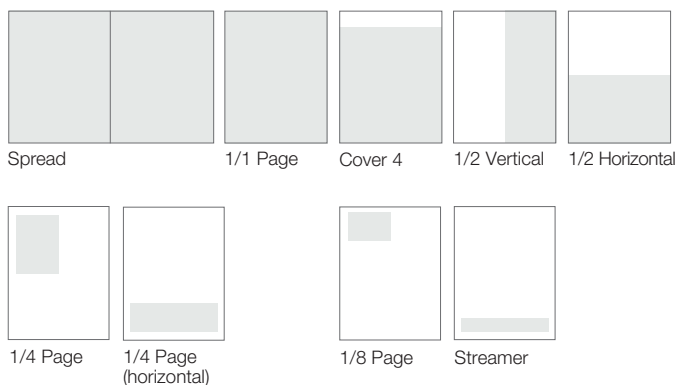
**Technical specifications:** 300 dpi PDF-files

**Further Information:** [www.svenskamedia.se/annonsmaterial](http://www.svenskamedia.se/annonsmaterial)

### PRICE & FORMAT PRINT

Format	Price SEK	Width x Height mm	Bleed*
Spread	53 800 SEK	450x297	+ 5 mm
Full page	26 900 SEK	225x297	+ 5 mm
Half page	15 300 SEK	112x297 / 225x145	+ 5 mm
Cover 4 (back)	31 000 SEK	225x270	+ 5 mm
1/4 page/horizontal	8 300 SEK	95x131 / 195x63	
1/8 page	4 300 SEK	95x63	
Streamer	4 300 SEK	195x30	

\* Add 5 mm bleed and crop marks all around



- Online store
- Magasize
- News site

## Sweden's largest digital platform for anglers!

fiskejournalen.se is Sweden's most visited news site for anglers!

160,000 pageviews/week

With social media and our newsletter, we reach out to he target group wherever they are.



40 000  
followers



14 500  
followers

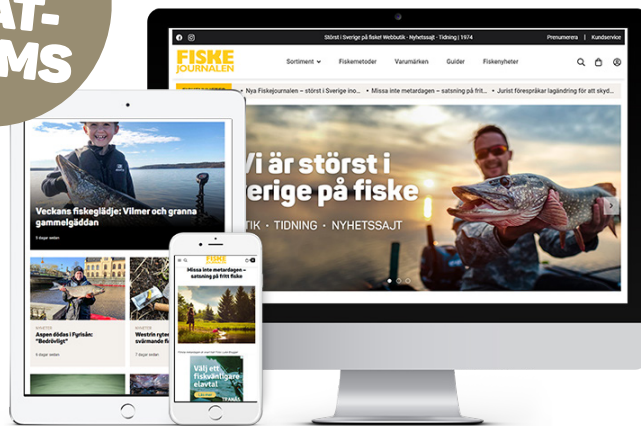


50 000  
subscribers



10 600  
subscribers

DIGITAL  
PLAT-  
FORMS

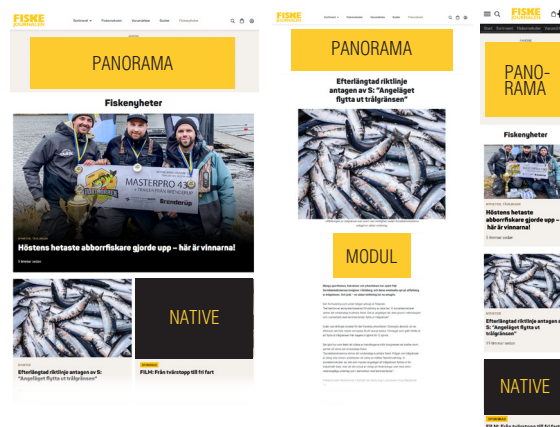


## NEWS SITE

Advertise on **fiskejournalen.se** – one of the most popular digital brands in the industry, among both advertisers and visitors.

Format 33% SOV	Size px	Mobil px	Price/month
Panorama	980x240	320x320	10 000 SEK
Modul	468x240	320x320	8 000 SEK

Maximum 200 kB.



## NATIVE ADVERTISING

Article on **fiskejournalen.se** labeled with "advertisement". The entry is pinned as the third article in the news feed during one week. The advertisement will also be shown in our newsletter, and shared once on our Facebook page.

Format	Price/week
Native Advertising	15 000 SEK *

\*Proof, layout, SEO and own copyright are included (production not included).

CONTENT	Image	660x345 px, maximum 200 kB
	Headline	maximum 50 characters, spaces included
	Preamble	maximum 80 characters, spaces included
	Text	maximum 5 000 characters, spaces included

## NEWSLETTER

A banner in our newsletter reaches approximately 50,000 subscribers every week at best "web time".

Format	Width x Height	Price/week
Modul	468x240 px	6 900 SEK

Maximum 150 kB.

## MATERIAL DIGITAL

**Delivery:** Send material for digital platforms by e-mail to: [annons@svenskamedia.se](mailto:annons@svenskamedia.se)

**Technical specifications:** [www.svenskamedia.se/annonsmaterial](http://www.svenskamedia.se/annonsmaterial)

## SALES CONTACT

**Stefan Jonsson**

+46 (0)651-150 62, +46 (0)70-311 37 58  
[stefan.jonsson@svenskamedia.se](mailto:stefan.jonsson@svenskamedia.se)

**Tommy Flodberg**

+46 (0)651-55 26 04, +46 (0)76-492 87 34,  
[tommy.flodberg@svenskamedia.se](mailto:tommy.flodberg@svenskamedia.se)