

## 100 years of hunting and fishing!

For over a hundred years, Jaktmarker & Fiskevatten have spread joy. Hundreds of thousands readers have been inspired by the magazines depictions of the Swedish wilderness:

- hunting and sport fishing
- nature's food and tasty recipes
- hunting and game conservation

**75 000 readers**

ORVESTO Konsument 2020:1



### PUBLICATION SCHEDULE 2021

Issue	Material Day	Publication
1 2021	18 Nov	16 Dec
2	18 Dec	20 Jan
3-4	29 Jan	24 Feb
5	29 March	26 Apr
6	22 April	19 May
7	28 May	23 June
8	23 June	19 July
9	30 July	25 Aug
10	1 Sept	27 Sept
11	1 Oct	27 Oct
12	29 Oct	24 Nov
1 2022	17 Nov	13 Dec

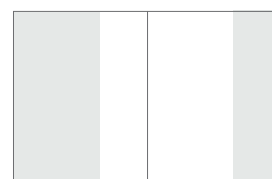
### PRICE & FORMAT PRINT

Format	Price
SPREAD 450x225	33 500 SEK
1/1 PAGE	20 700 SEK
1/1 PAGE cover 2	22 600 SEK
1/1 PAGE cover 3	21 600 SEK
1/1 PAGE cover 4	24 600 SEK
2/3 PAGE	14 500 SEK
1/2 PAGE	12 500 SEK
1/3 PAGE	9 400 SEK
1/4 PAGE	7 500 SEK
1/8 PAGE	3 700 SEK



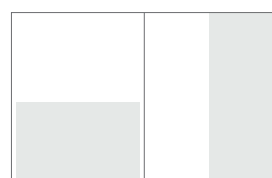
**1/1 PAGE** Setting area: 193x264  
Bleeding size: 225x297  
Cover 4: 225x270

**2/3 PAGE vertical** Setting area: 126x264  
Bleeding size: 142x297



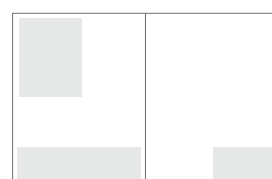
**2/3 PAGE vertical** Setting area: 126x264  
Bleeding size: 142x297

**1/3 PAGE vertical** Setting area: 60x264  
Bleeding size: 75x297



**1/2 PAGE horizontal** Setting area: 193x129

**1/2 PAGE vertical** Setting area: 93x264  
Bleeding size: 108x297



**1/4 PAGE** Vertical: 93x129  
Horizontal: 193x61  
1-Column: 44x264

**1/8 PAGE** Horizontal: 93x61

**BLEEDING ADS:**  
add 3 mm bleed and  
cropmarks all around

### INSERTS

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

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

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

### 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)

### SALES CONTACT

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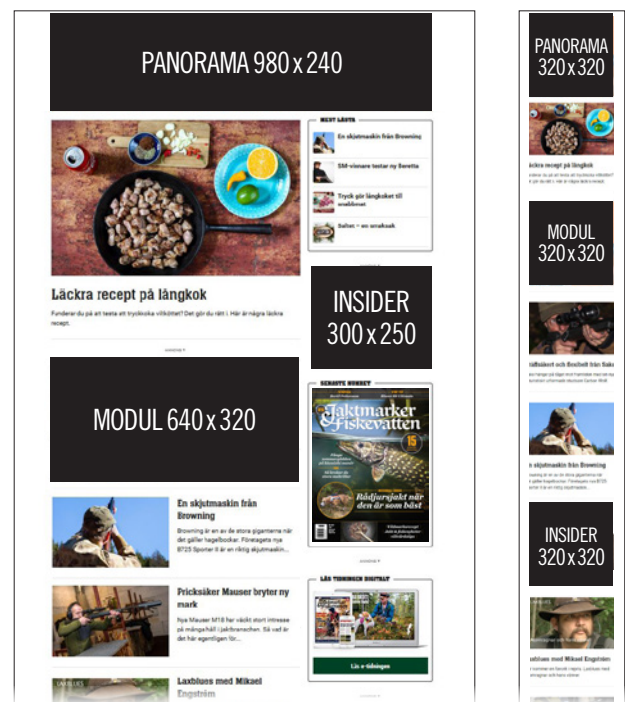
## WEBSITE

**www.jof.se** is Jaktmarker & Fiskevatten's digital platform. This is where you read the e-magazine, recipes and gun reviews.

Format	Desktop px	Mobil px	Price/month
Panorama	980x240	320x320	3 000 SEK
Modul	640x320	320x320	2 000 SEK
Insider	300x250	320x320	2 000 SEK

Mobile size of panorama has the highest priority and will be placed above content, other ads have random placement (inside articles and in the main feed).

Maximum 200 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)

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