

Jaktjournalen has since the year of 1970 been the number one choice for hunters. The latest market survey shows that the average of our readers has 50 days of hunting a year.

How they have time with something else doesn't the study reveal. With 78,000 readers of each issue, it corresponds to 3,9 million hunting days. Contact our awesome salespersons, they'll help you reach your audience and buyers - Sweden's most active hunters - on the right platform.

78,000
readers per
issue

Orvesto Konsument
2020:1

ÄLGJAKT - a special edition packed with reading about moose hunting!

In collaboration with Jaktmarker & Fiskevatten, we give the readers articles, hunting- and dog tips, equipment news, weapon reviews and tasty recipes.



PUBLICATION SCHEDULE 2023 PRINT

Issue	Material Day	Publication
1-2 2023	11 Nov 2022	19 Dec 2022
3	10 Jan	15 Febr
4	7 Febr	15 Mars
5	8 March	19 April
6	5 April	16 May
7	5 May	14 June
8	12 June	19 July
9	1 July	16 Aug
10	15 Aug	20 Sept
11	12 Sept	18 Oct
12	10 Oct	15 Nov
1-2 2024	10 Nov	18 Dec

Special edition ÄLGJAKT, publication 21 August (material 1 June)

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The magazine is published by **Jakt & Fiskejournalen Sverige AB**

PRICE & FORMAT PRINT

Format	Price
SPREAD 450x297	31 900 SEK
1/1 page	20 000 SEK
2/3 page	14 000 SEK
1/2 page	11 800 SEK
1/3 page	8 900 SEK
1/4 page	6 900 SEK
1/8 page	3 800 SEK

Prices increases

1 000 SEK on Cover 2 and 3 (full page)

4 100 SEK on Cover 4 (full page)

Classified

21 SEK/mm (1-Column 44 mm)

Inserts price on request

ADVERTORIAL

editorial advertising

Price 30 000 SEK/full page

Material send by email to:
annons@lime.nu

MATERIAL PRINT

Send material by email to:
annons@lime.nu

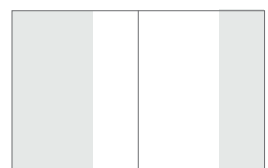
Technical specifications:

PDF 300 dpi

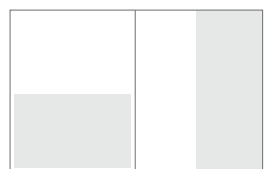
Bleeding ads: add 3 mm bleed
and cropmarks all around.



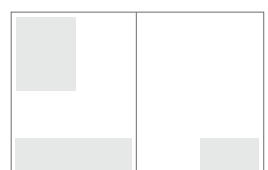
1/1 PAGE Setting area: 193x264
Bleeding size: 225x297
Cover 4: 225x270



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



1/2 PAGE horizontal Setting area: 193x129
Bleeding size: 108x297



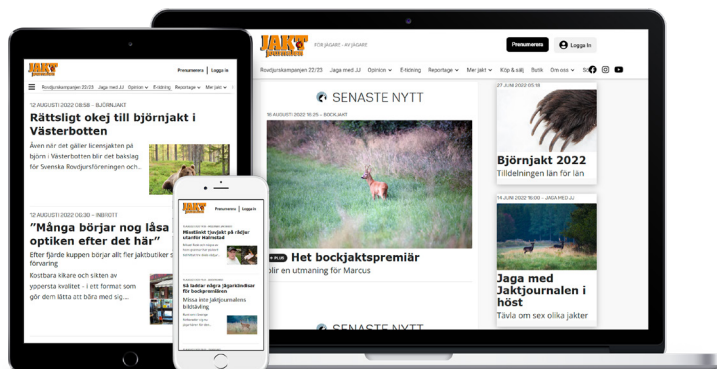
1/4 PAGE Vertical: 93x129
Horizontal: 193x61
1-Column: 44x264

1/8 PAGE Horizontal: 93x61

DIGITAL PLAT- FORMS

Jaktjournalen.se is the largest news site in the Nordic region for hunters. Unbound and independent journalism has made it grow explosively. Over the past year we increased the traffic by 30 percent, to 200,000 page views each week. At the same time, we manage popular accounts on Facebook and Instagram.

Jaktjournalen is the magazine of hunters for hunters, in print AND digital.

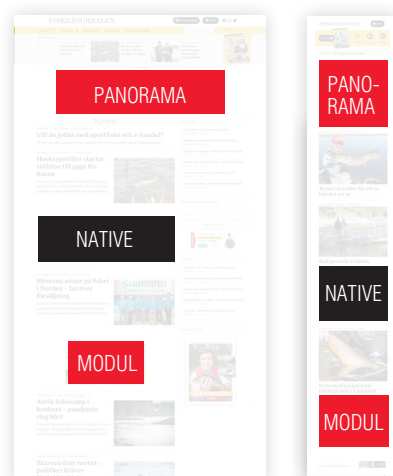


NEWS SITE

The news site **jaktjournalen.se** has 200,000 page views each week.
Price per thousand impressions (CPM).

Format	Storlek px	Mobil px	Price
Panorama XXL	1250x360	320x320	CPM 90 SEK
Panorama	980x240	320x320	CPM 80 SEK
Modul	468x240	320x240	CPM 60 SEK
Takeover	1920x1080 (max 500 kB)	320x480	7 dagar 45 000 SEK (100% Share of Voice)

Maximum 200 kB.



NATIVE ADVERTISING

Article on **jaktjournalen.se** labeled with "advertisement". The entry is pinned as the third article in the news feed during one week. A booking also includes a placement in the newsletter and shared once on social media.

Format	Price/week
Native Advertising	15 000 SEK

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

Native Production	Price
Complete production*	14 000 SEK
Text production	6 500 SEK
Photo (studio)	each 1 500 SEK
Photo (outside)	1:st photo 5 000 SEK
Photo (outside)	from 2:nd photo, each 1 000 SEK

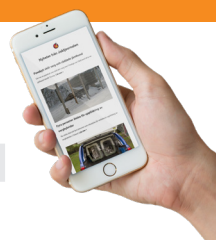
** Complete production: research, copy, photos.*

NEWSLETTER

A banner in our newsletter reaches approximately 9,000 subscribers every week.

Format	Size	Price/week
Modul	468x240 px	2 500 SEK

Maximum 150kB.



SOCIAL MEDIA

Advertising on Facebook and Instagram. *Price on request.*

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Delivery: Send material by e-mail to annons@lime.nu