

Since 1970, Jaktjournalen has been the obvious choice for those who live for hunting. The latest survey shows that the readers typically hunt for 50 days each year. How they have time with anything else, the survey does not reveal. However, considering each issue has 61,000 readers, this totals to 3.9 million days of hunting. That's quite a lot of hunting joy! So contact our skilled ad sales people. They will help you reach your buyers – Sweden's most active hunters – on the right platform.

### Our special issue, ÄLGJAKT, is all about moose!

Produced in collaboration with Jaktjournalen and Jaktmarker & Fiskevatten, this magazine offers readers reports, hunting tips, equipment news, dog advice, weapon tests, and even moose recipes. It's a superb hunting magazine for anyone who loves moose!

**61 000** readers per edition  
Orvesto Konsument 2022 helår



## PUBLICATION SCHEDULE 2024 PRINT

Number	Material Day	Publication
1-2 2024	10 nov 2023	19 dec 2023
3	8 jan	15 febr
4	7 feb	14 march
5	8 march	18 april
6	9 april	22 may
7	8 may	19 june
8	12 june	24 july
9	1 july	21 aug
10	15 aug	25 sept
11	12 sept	23 okt
12	10 oct	20 nov
1-2 2025	14 nov	27 dec

ÄLGJAKT publish on the 21th august. Material 28 june.

## CONTACT

LIME AB, Maria Edlund Sandell sales manager  
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## PRICES & FORMAT PRINT

Format	Price
Spread 450x297	36 600 SEK
1/1 page	21 350 SEK
2/3 page	15 860 SEK
1/2 page	13 725 SEK
1/3 page	10 980 SEK
1/4 page	7 015 SEK
1/8 page	3 965 SEK
Cover 2 and 3	22 875 SEK
Cover 4 backside	25 620 SEK

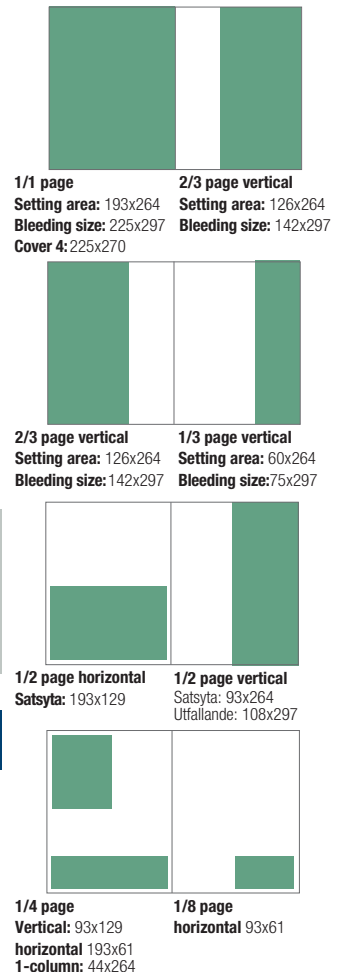
21 SEK/mm (column 44 mm)  
Inserts price on request

**ADVERTORIAL**  
editorial advertising  
Price 30.500 kr/page  
Material sends thru email to:  
annons@3fmediagroup.com

## MATERIAL PRINT

Send material by email to:  
annons@lime.nu  
Technical specifications:  
Printable (300 dpi) PDF-files

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



## DIGITAL PLATFORMS

**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	Size px	Mobile px	Price
Panorama XXL	1250x360	320x320	CPM 100 SEK
Panorama	980x240	320x320	CPM 90 SEK
Modul	468x240	320x240	CPM 80 SEK
Takeover	1920x1080 (maximum 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	Pris
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	3 920 SEK

Maximum 150 kB.

## SOCIAL MEDIA

Advertising on Facebook and Instagram. Price on request.

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**Delivery:** Send material by e-mail to [annons@lime.nu](mailto:annons@lime.nu)