JAKT journalen
FOR HUNTERS – BY HUNTERS

PUBLICATION PLAN 2027



MEET THE ACTIVE HUNTERS!

Since 1970, Jaktjournalen has been the obvious choice for active hunters. With sharp, independent news, lots of in-depth features, and a strong focus on hunting dogs, we reach hunters who have hunting as a lifestyle. The explanation is obvious – who hunts the most? Those who have one or more good hunting dogs.

According to an independent hunting magazine survey, Jaktjournalen subscribers hunt an average of 50 days a year. 67 percent also have one or more hunting dogs. In addition, just over 60 percent have taken some kind of action after reading or seeing an advertisement in the magazine, compared to a benchmark of 35 percent for other trade press.

We are Sweden's largest independent hunting magazine – our readers choose Jaktjournalen – they don't get it bundled with a membership. Can you afford to miss out on the real hunters?

PUBLICATION SCHEDULE 2027 PRINT

Nummer	Materialdag	Utgivning
1-2	9 december	27 january
3-4	28 january	10 march
5	18 march	28 april
6	14 april	26 may
7-8	26 may	7 july
ÄLG	**17 june**	**4 august**
9	17 june	1 september
10	26 august	6 october
11	23 september	3 november
12	28 october	8 december
1-2 2028	30 november	26 january

Our special edition, **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!

MATERIAL

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

Printable (300dpi) PDF-files

Send material for Advertorials by e-mail to:
annons@3fmediagroup.com

CONTACT

Lime AB

Maria Edlund Sandell, sales manager
maria@lime.nu

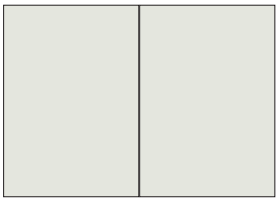
The magazine is published by **Jakt & Fiskejournalen Sverige AB**

PRICES & FORMAT PRINT

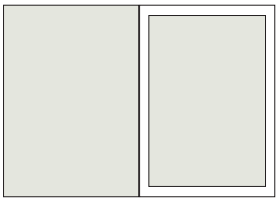
Format	Price
Spread	36 600 SEK
1/1 page	21 350 SEK
1/2 page	13 725 SEK
1/4 page	7 015 SEK
1/8 page	3 965 SEK
Cover 2 and 3	22 875 SEK
Cover 4 backside	25 620 SEK
Advertorial 1/1 page editorial advertising	30 500 SEK
Inserts	price on request

*Advertorial excluding production cost. Price for production see price list production of Native / Sponsored post

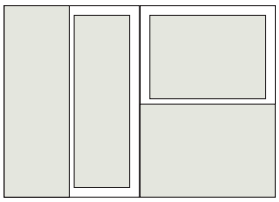
All prices are VAT excluded.



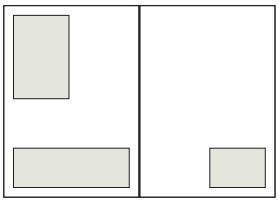
Spread*: 420x297 mm



1/1 page bleeding size*: 210x297 mm
1/1 page setting area: 180x267 mm
Cover 4*: 210x270 mm



1/2 vertical bleeding size*: 102x297
1/2 vertical setting area: 87x267 mm
1/2 horizontal bleeding size*: 210x145 mm
1/2 horizontal setting area: 180x130 mm



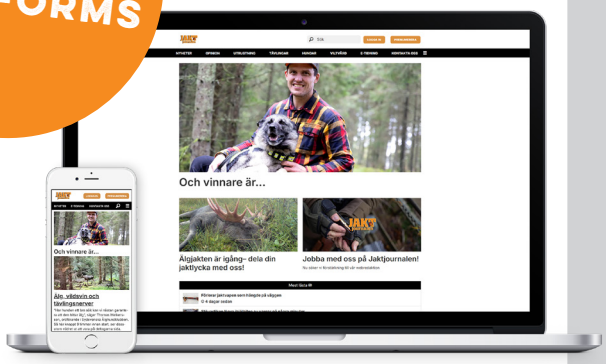
1/4 vertical: 87x130 mm
1/4 horizontal: 180x62 mm
1/8: 87x62 mm

*** Remember to add 3mm bleed and crop marks to ads with bleeding size**

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DIGITAL PLATFORMS



JAKTJOURNALEN.SE

Jaktjournalen.se is Sweden's largest independent news site for hunting news.

- 100 000 page views each week
- The largest hunting magazine on Facebook and Instagram
- We reach 21,500 hunters through our weekly newsletter

50 500 followers | **30 900** followers | **21 500** subscribers

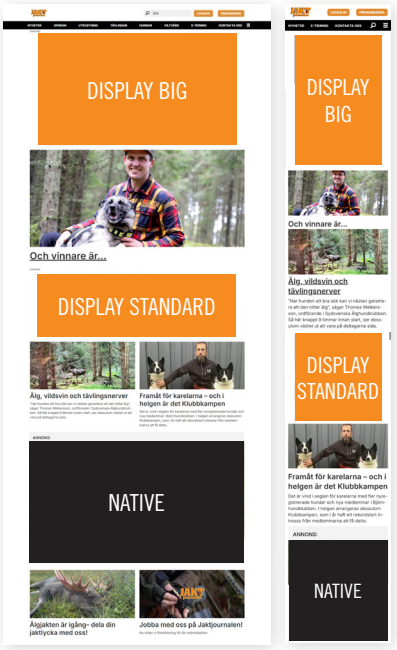
PRICES & FORMAT WEB

The news site **jaktjournalen.se** has 100 000 page views each week.

Price per thousand impressions (CPM).

Format	Size desktop px	Size mobile px	Price
High Impact*	www.adnami.io/specs		CPM 200 SEK
Display Big	980x600	320x480	CPM 150 SEK
Display Standard	980x300	320x320	CPM 100 SEK
Take Over	1920x1080 (max 500 kB)		45 000 SEK/week
Instagram	1080x1920		price on request
Native/Sponsored post**			15 000 SEK/week
Newsletter	616x240 (max 150 kB)		3 920 SEK

All prices are VAT excluded.



NOTE! You buy size and impressions for your ad, not a placement.
* High Impact: We offer Topscroll och Midscroll. You can find format and specifications at Adnami, www.adnami.io/specs
** Native excluding production costs

NATIVE / SPONSORED POST

Article on **jaktjournalen.se** labeled with "advertisment". The entry is pinned as the third article in the news feed during one week.

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

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

* Complete production: research, copy, photos.

NEWSLETTER

A banner in our newsletter reaches approximately 21 500 subscribers every week.

MATERIAL

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

CONTACT

Lime AB

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