

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 2026 PRINT

Edition	Material Day	Publication Day
1/2	11 december	21 january
3	9 january	18 february
4	6 february	18 march
5	4 march	15 april
6	8 april	20 may
7/8	5 june	15 july
Älgjakt	29 june	12 august
9	1 july	2 september
10	21 august	30 september
11	11 september	21 october
12	9 october	18 november
1/2 - 2027	9 december	21 january 2027

Our special edition, **ÄLGJAKT**, is all about moose! Produced in collaboration with Jaktjournalen and 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

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maria@lime.nu

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

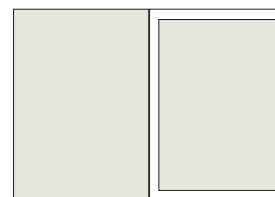
PRICES & FORMAT PRINT

Format	Price
Spread	36600 SEK
1/1 page	21350 SEK
1/2 page	13725 SEK
1/4 page	7015 SEK
1/8 page	3965 SEK
Cover 2 and 3	22875 SEK
Cover 4 backside	25620 SEK
Advertorial 1/1 page editorial advertising	30500 SEK
Inserts	price on request

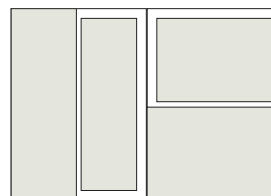
*Advertorial excluding production cost. Price for production see price list production of Native / Sponsored post



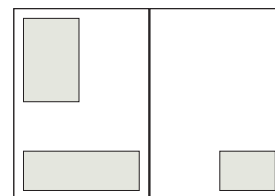
Spread*: 420x297 mm



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

All prices are VAT excluded.

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



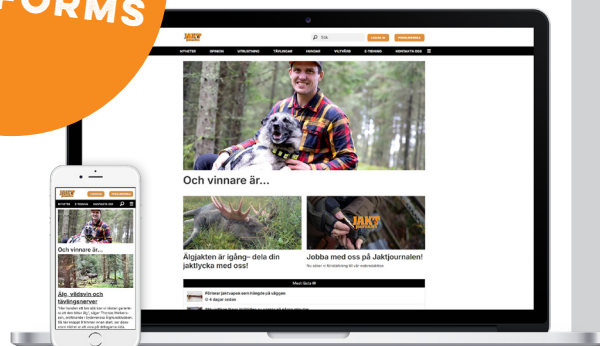
48 600
followers



30 700
followers



21 500
subscribers



PRICES & FORMAT WEB

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

Price per thousand impressions (CPM).

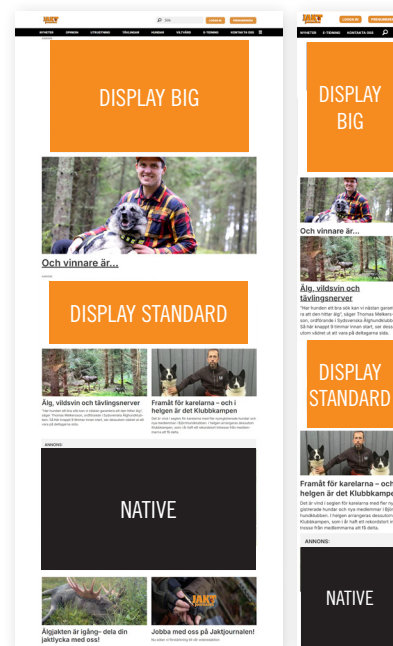
Format	Size desktop px	Size mobile px	Price
High Impact*	www.adnami.io/specs		CPM 200 SEK
Display Big	980x600	320x480	CPM 150 SEK
Display Standard	980x300	320x320	CPM 100 SEK
Take Over	1920x1080 (max 500 kB)		45 000 SEK/week
Instagram	1080x1920		price on request
Native/Sponsored post**			15 000 SEK/week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