

## CONNECT WITH DOG LOVERS THROUGH US!

We work to ensure that all dog owners get in touch with Härliga Hund every day through at least one of our channels. As a result, we provide exclusive chances to advertise your brand to your specific target audience.

Härliga Hund is one of the largest and most loved brand for dog owners in Sweden. Together with our readers and experts, we do what we are most passionate about - inspire an active and healthy dog life. As you probably know, interest in dogs is growing exponentially and record numbers are getting dogs. We notice that.

Our popular magazine consists of in-depth content that requires a little longer reading but also news, inspiration, guides and tips.

**48 000**  
readers per  
edition  
Orvesto Konsument  
2023 year



### PUBLICATION SCHEDULE 2025 PRINT

Edition	Material Day	Publication Day
Nr 1	13 november 2024	18 december 2024
Nr 2	11 december 2024	29 january
Nr 3	5 february	12 march
Nr 4	19 march	30 april
Nr 5	12 may	18 june
Nr 6	25 june	13 august
Nr 7	13 august	24 september
Nr 8	15 october	19 november
Nr 1 - 2026	18 november	23 december

### PRICES & FORMAT PRINT

Format	Price
Spread	31 200 kr
1/1 page	18 240 kr
1/2 page	11 760 kr
1/4 page	6 960 kr
1/8 page	3 840 kr
Cover 2 and 3	19 584 kr
Cover 4 backside	22 800 kr
Advertorial* 1/1 page editorial advertising	26 150 kr
Inserts	price on request

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

All prices are VAT excluded.

### MATERIAL

Send material by e-mail to:  
[annons@3fmediagroup.com](mailto:annons@3fmediagroup.com) or PicaFlow

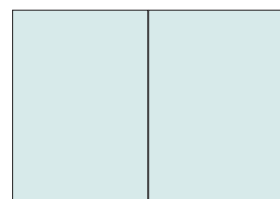
Printable (300 dpi) PDF-files.

For ICC and Joboptions, please visit  
[www.3fmediagroup.com/annonsera](http://www.3fmediagroup.com/annonsera)

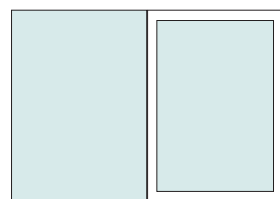
### CONTACT

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Phone: +46 (0)72-401 05 44  
e-mail: [mikael.persson@3fmediagroup.com](mailto:mikael.persson@3fmediagroup.com)

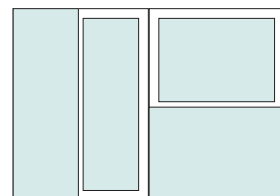
The magazine is published by Jakt & Fiskejournalen Sverige AB



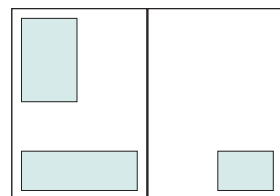
Spread\*: 420x297 mm



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

**Härligahund.se** is the biggest site in Sweden for “regular” dog owners. We publish daily news, reports and tips.

In addition to our magazine and website, we are in contact with our readers on Facebook and Instagram regularly. You can do the same as an advertiser with us. Our channels work together to support one another.



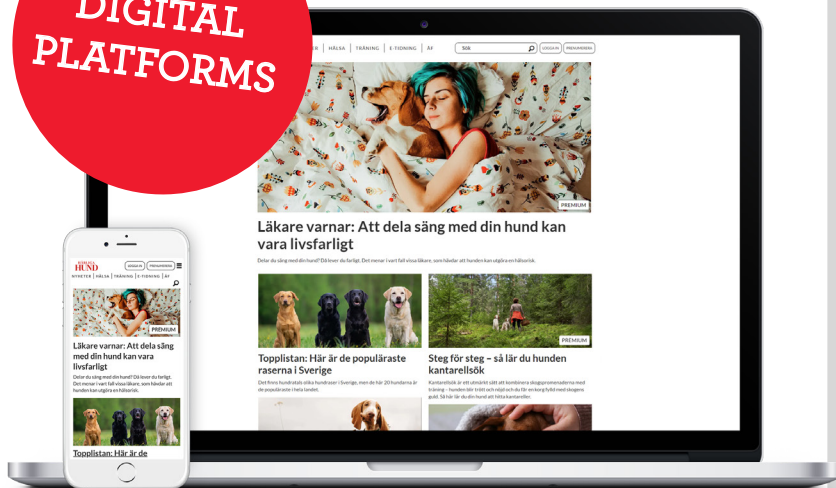
**180 000**  
page views/  
month



**48 000**  
Facebook  
followers



**13 100**  
Instagram  
followers



## PRICES AND FORMAT WEB

Price per thousand impressions (CPM).

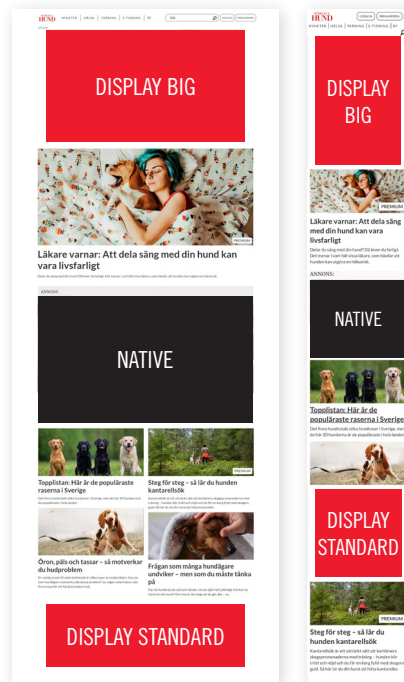
Format	Size desktop px	Size mobile px	Price
High Impact*	www.adnami.io/specs		CPM 200 SEK
Display Big	980x600	320x480	CPM 150 SEK
Display Standard	980x300	320x320	CPM 100 SEK
Take Over	1920x1080 (max 500 kB)		30 000 SEK/week
Instagram	1080x1920		price on request
Native/Sponsored post**			15 000 SEK/week
Newsletter	616x240 (max150 kB)		3 920 SEK

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

All prices are VAT excluded.



## NATIVE / SPONSORED POST

Article on harligahund.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

Härliga Hunds newsletter is sent out every week and is filled with dog news, competitions, tips and tricks.

## MATERIAL

Send material by e-mail to:  
**annons@3fmediagroup.com**  
or **PicaFlow**

## KONTAKT

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