

## Fiskejournalen

- by far the largest,  
best and most  
complete fishing  
magazine in Sweden!



About  
**90 000**  
readers per edition

Now also with  
Allt om Flugfiske!

## PUBLICATION SCHEDULE 2025 PRINT

Edition	Material Day	Publication Day
Nr 1	7 november 2024	18 december 2024
Nr 2	11 december 2024	29 january
Nr 3	30 january	12 march
Nr 4	6 march	16 april
Nr 5	7 april	28 may
Nr 6	11 june	23 july
Nr 7	1 july	20 august
Nr 8	11 september	22 october
Nr 9	9 october	19 november
Nr 1-2026	11 december	21 january

Notel Ads in  
edition 1 and 2 2025  
has the same size  
as in 2024.

### Themes 2025

2-2025: Winter / Large boat guide / Ice fishing  
3-2025: Late winter / Large boat engine guide  
4-2025: Spring / Large sonar guide /  
Destinationsguiden - Här fiskar du 2025  
5-2025: Summer / Cars  
6-2025: Summer  
7-2025: Late summer / Early autumn  
8-2025: Autumn  
9-2025: Winter  
1-2026: Winter

## MATERIAL

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

Printable (300 dpi) PDF-files.

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

## CONTACT

Roger Nilsson, sales manager  
Phone: +46 (0)70-376 13 00  
e-mail: [roger.nilsson@3fmediagroup.com](mailto:roger.nilsson@3fmediagroup.com)

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

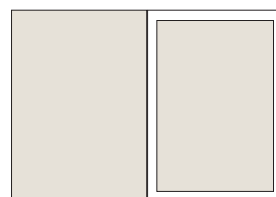
## PRICES & FORMAT PRINT

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

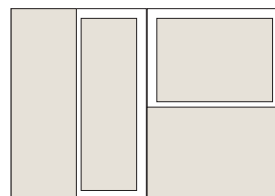
\*Production is included in the price. If you buy advertorial in the newspaper, you get digital as well – and vice versa.



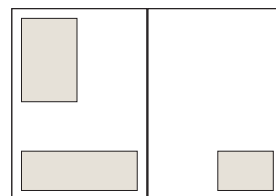
Spread\*: 420x297 mm



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

### Sweden's largest digital platform for anglers!

fiskejournalen.se is Sweden's most visited news site for anglers!

160 000 page views/week

With social media and our newsletter, we reach out to the target group wherever they are.



40 000  
followers



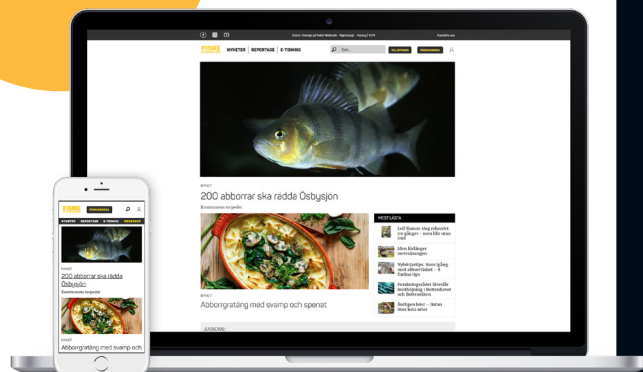
14 500  
followers



24 000  
subscribers



10 600  
subscribers



## PRICES & FORMAT WEB

fiskejournalen.se has approximately 160 000 page views per week.

Format	Size	Price
Display Big	980x600 px desktop, 320x480 px mobile	25 % SoV – 13 000 SEK/month 50 % SoV – 26 000 SEK/month 75 % SoV – 39 000 SEK/month 100 % SoV – 52 000 SEK/month Adnami* (100 % SoV) – 90 000 SEK/month
Take Over	1920x1080 (max 500 kB)	30 000 SEK/week
Instagram	1080x1920	price on request
Native		30 500 SEK/week
Newsletter	616x240 (max 150 kB)	3 920 SEK

All prices are VAT excluded

NOTE! Share of Voice (SoV) means that you purchase a specific percentage of the ad space on a website. Instead of your ads being shown randomly, an SoV campaign guarantees that they appear for a defined share of the time. We ensure optimal delivery through a dynamic system that adjusts impressions to compensate for any traffic variations. \*Adnami: We offer Topscroll. Format and specifications can be found at Adnami.

#### Display Advertising

- Broad reach to a strong purchasing audience, both desktop and mobile.
- Controlled delivery with Share of Voice.

#### Adnami (Topscroll)

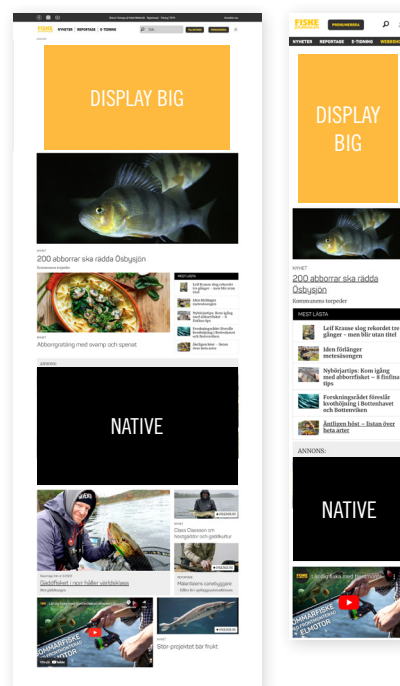
- Premium format with long exposure time.
- Especially powerful for product launches.

#### Take Over

- Full site domination for one week.
- Maximum visibility and brand presence.

#### Native / Advertorial

- Editorial context that builds trust.
- High reading time and flexible formats (digital + print).



## NATIVE / SPONSORED POST

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

Production is included in the price. If you buy Native online, you get an Advertorial in the magazine as well – and vice versa.

Proof, layout, SEO and own copyright are included.

## NEWSLETTER

A banner in our newsletter reaches around 24 000 eager anglers every week at prime "web time".

## MATERIAL

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

## KONTAKT

Roger Nilsson, sales manager  
Phone: +46 (0)70-376 13 00  
[roger.nilsson@3fmediagroup.com](mailto:roger.nilsson@3fmediagroup.com)