

## Fiskejournalen – shortening the time between bites

Since 1974, Fiskejournalen has been Sweden's number one sport fishing magazine – the trusted companion for both beginners and seasoned anglers. For more than 50 years, our engaging stories, expert insights, and inspiring content have helped readers get closer to their next catch, faster.

But Fiskejournalen is more than just a magazine – it's at the heart of Sweden's sport fishing culture. We spotlight environmental issues, capture the evolution of fishing life, and provide a vibrant hub for knowledge, passion, and experience. With a strong digital presence, we are always within reach – whether our readers are by the water or planning their next adventure.

Advertising in Fiskejournalen means becoming part of this unique journey. Your brand gets direct access to a highly engaged, passionate, and purchase-ready audience – right at the center of what they love most.

### PUBLICATION SCHEDULE 2026 PRINT

Edition	Material Day	Publication Day
Nr 1	11 december 2025	21 january 2026
Nr 2	30 january 2026	4 march
Nr 3-4	18 march	22 april
Nr 5	22 april	27 may
Nr 6	18 june	22 july
Nr 7-8	21 august	23 september
Nr 9	23 october	25 november
Nr 1-2027	9 december	20 january 2027

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



About  
**61000**  
readers per edition  
Including Allt om  
Flugfiske!

### 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

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

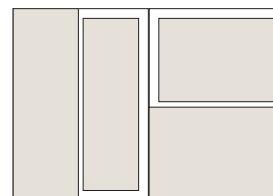
All prices are VAT excluded.



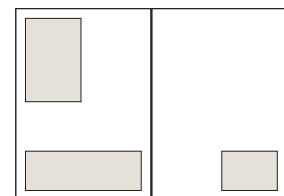
Spread\*: 420x297 mm



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

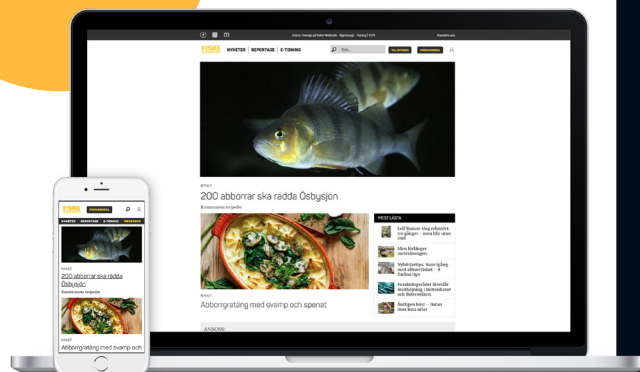
DIGITAL  
PLATFORMS

## Sweden's largest digital platform for anglers!

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

100 000 page views/week

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

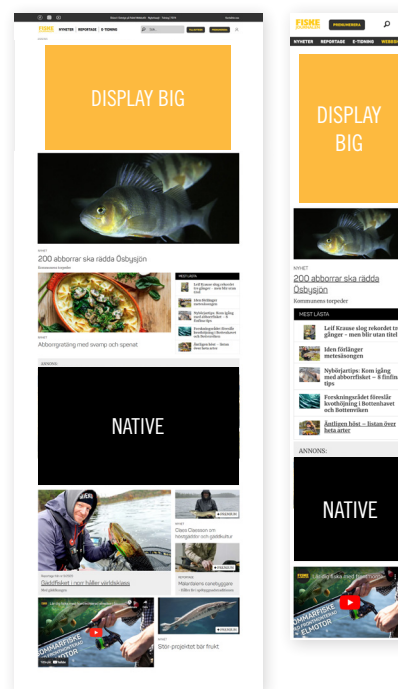


## PRICES & FORMAT WEB

fiskejournalen.se has approximately 100 000 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)	30000 SEK/week
Instagram	1080x1920	price on request
Native		30500 SEK/week
Newsletter	616x240 (max 150 kB)	3920 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 news 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 24000 eager anglers every week at prime "web time".

## MATERIAL

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

## KONTAKT

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