

Since 1970, **Jaktjournalen** has been the obvious choice for those who live for hunting. The latest survey shows that the readers typically hunt for 50 days each year. How they have time with anything else, the survey does not reveal. However, considering each issue has 56 000 readers, this totals to 2.8 million days of hunting. That's quite a lot of hunting joy! So contact our skilled ad sales people. They will help you reach your buyers – Sweden's most active hunters – on the right platform.



**56 000**  
readers  
per edition

Orvesto 2023 year

## PUBLICATION SCHEDULE 2025 PRINT

Edition	Material Day	Publication Day
1-2	14 november 2024	27 december 2024
3	7 january	12 february
4	30 january	12 march
5	6 march	16 april
6	7 april	21 may
7	5 may	18 june
8	11 june	23 july
9	1 july	20 august
10	14 august	24 september
11	11 september	22 october
12	9 october	19 november
1-2 2026	11 december	21 januari 2026
<b>Älgjakt</b>	<b>27 june</b>	<b>28 august</b>

Note! Ads in edition 1-2 2025 has the same size as in 2024.

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](mailto:annons@lime.nu)

Printable (300dpi) PDF-files

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



The magazine for all moose hunters!

## CONTACT

**Lime AB**

**Maria Edlund Sandell**, sales manager  
[maria@lime.nu](mailto:maria@lime.nu)

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

## PRICES & FORMAT PRINT

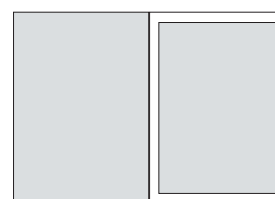
Format	Price
Spread	36 600 SEK
1/1 page	21 350 SEK
1/2 page	13 725 SEK
1/4 page	7 015 SEK
1/8 page	3 965 SEK
Cover 2 and 3	22 875 SEK
Cover 4 backside	25 620 SEK
Advertorial 1/1 page editorial advertising	30 500 SEK
Inserts	price on request

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

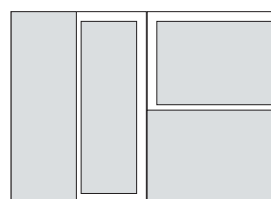
All prices are VAT excluded.



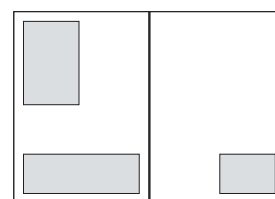
Spread\*: 420x297 mm



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

## DIGITAL PLATFORMS

**jaktjournalen.se** is Sweden's largest independent news site for hunting news. Our journalism has caused it to grow explosively. Can you afford to miss out on 100 000 active hunters every week?

In addition, Jaktjournalen is the largest of all hunting magazines on Instagram and our Facebook page is a very active discussion place for hunters.

**Jaktjournalen - for hunters by hunters, in both print and digital media.**

## PRICES & FORMAT WEB

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

Price per thousand impressions (CPM).

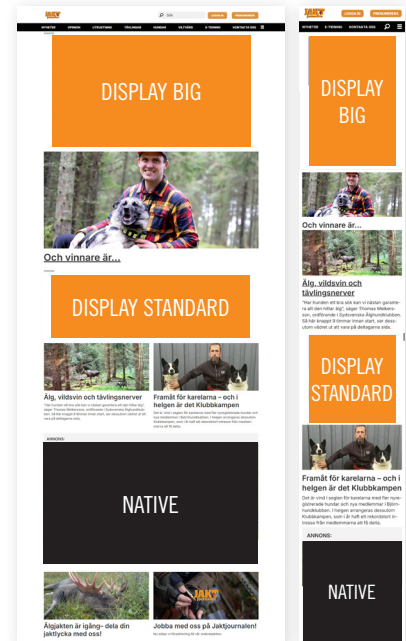
Format	Size desktop px	Size mobile px	Price
High Impact*	www.adnami.io/specs		CPM 200 SEK
Display Big	980x600	320x480	CPM 150 SEK
Display Standard	980x300	320x320	CPM 100 SEK
Take Over	1920x1080 (max 500 kB)		45 000 SEK/week
Instagram	1080x1920		price on request
Native/Sponsored post**			15 000 SEK/week
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](http://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 13 000 subscribers every week.

## MATERIAL

Send material by e-mail to: [annons@lime.nu](mailto:annons@lime.nu)

## CONTACT

**Lime AB**

**Maria Edlund Sandell**, sales manager  
[maria@lime.nu](mailto:maria@lime.nu)