

FISKE JOURNALEN

fiskejournalen.se

- Online store
- Magazine
- News site

Media plan 2024



PUBLICATION SCHEDULE 2024 PRINT

Issue	Material day	Publication
1 2024	15 nov 2023	21 dec 2023
2	20 dec 2023	1 feb
3	31 jan	7 march
4	1 mars	11 april
5	9 april	22 may
6	21 may	3 july
7	4 july	14 aug
8	22 aug	2 oct
9	3 oct	13 nov
1 2025	7 nov	18 dec

SALES CONTACT

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+46 (0)70-376 13 00

MATERIAL PRINT

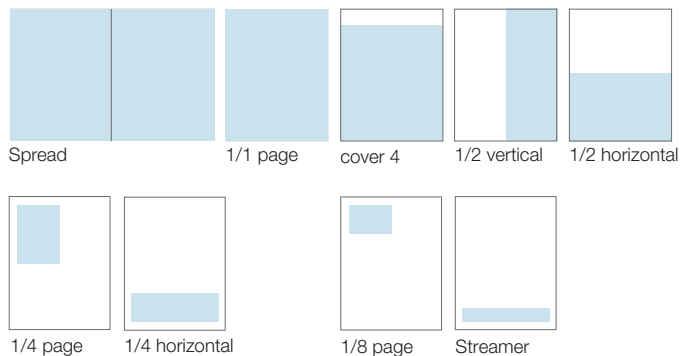
Send material to: annons@3fmediagroup.com

Technical specifications: 300 dpi PDF-files

PRICE & FORMAT PRINT

Format	Price	Width x Height mm	Bleed*
Spread	42 600 SEK	450x297	+ 3 mm
1/1 page	24 850 SEK	225x297	+ 3 mm
1/2 page	15 975 SEK	112x297 / 225x145	+ 3 mm
Cover 4 (back)	29 820 SEK	225x270	+ 3 mm
1/4 page/horizontal	8 165 SEK	95x131 / 195x63	
1/8 page	4 615 SEK	95x63	
Streamer	4 260 SEK	195x30	

*Add 3 mm bleed and crop marks all around



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Sweden's largest digital platform for anglers!

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

160,000 pageviews/week

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



40 000
followers



14 500
followers

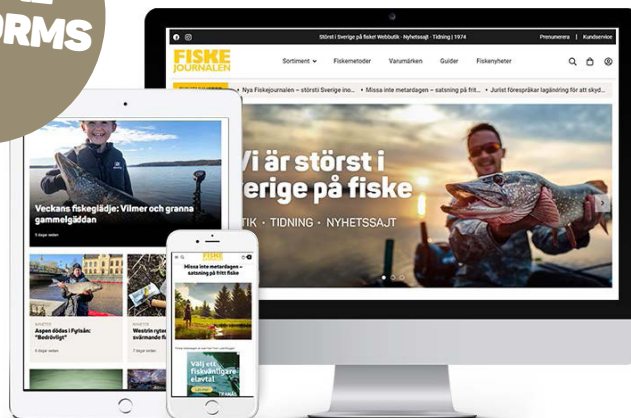


50 000
subscribers



10 600
subscribers

DIGITAL
PLATFORMS

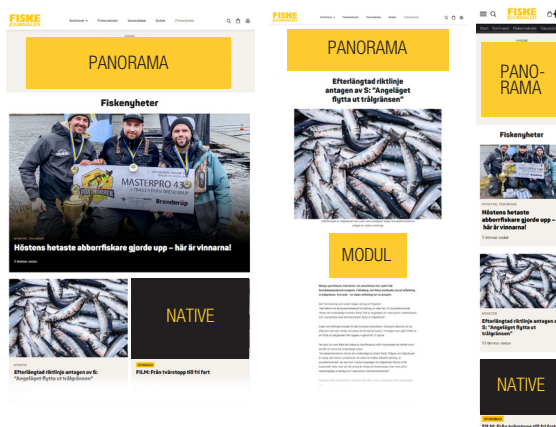


NEWS SITE

Advertise on fiskejournalen.se – one of the most popular digital brands in the industry, among both advertisers and visitors.

Format 33% SOV	Size px	Mobile px	Price/week
Panorama	980x240	320x320	5 040 SEK
Modul	468x240	320x320	4 480 SEK

Maximum 200 kB.



NATIVE ADVERTISING

Article on fiskejournalen.se labeled with "advertisement". The entry is pinned as the third article in the news feed during one week. The advertisement will also be shown in our newsletter, and shared once on our Facebook page.

Format	Price/week
Native Advertising	17 750 SEK*

*Proof, layout, SEO and own copyright are included (production not included).

CONTENT	Image	660x345 px, maximum 200 kB
	Headline	maximum 50 characters, spaces included
	Preamble	maximum 80 characters, spaces included
	Text	maximum 5 000 characters, spaces included

MATERIAL DIGITAL

Delivery: Send material for digital platforms by e-mail to: annons@3fmediagroup.com

Technical specifications: www.3fmediagroup.com/annonsera

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NEWSLETTER

A banner in our newsletter reaches approximately 50,000 subscribers every week at best "web time".

Format	Size	Price/week
Modul	468x240 px	9 760 SEK

Max 150 kB.