

## 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       |

Note! 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

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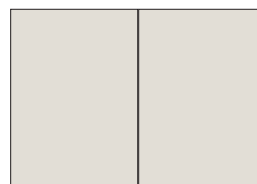
The magazine is published by **Jakt & Fiskejournalen Sverige AB**

## 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<br>editorial advertising | 30500 SEK        |
| Inserts                                        | price on request |

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

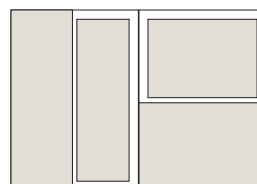
All prices are VAT excluded



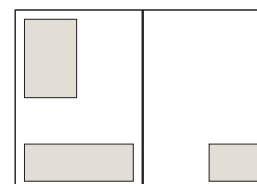
Spread\*: 420x297 mm



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

### 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



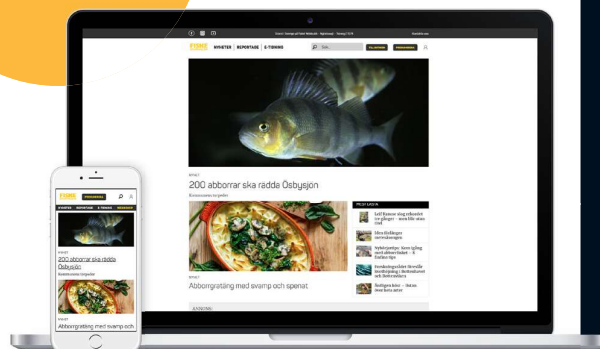
14 500  
followers



24 000  
subscribers



10 600  
subscribers



## PRICES & FORMAT WEB

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

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 (max 150 kB)   |                | 3 920 SEK        |

NOTE! You buy size and impressions for your ad, not a placement.

\* High Impact: We offer Topscroll och Midscroll. You can find format and specifications at Adnami, [www.adnami.io/specs](http://www.adnami.io/specs)

\*\* Native excluding production costs

All prices are VAT excluded

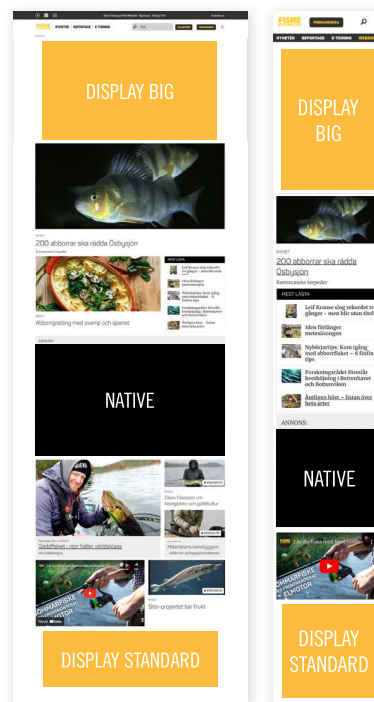
## NATIVE / SPONSORED POST

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

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 (1st photo)      | 5 000 SEK      |
| Photo - outside (from 2nd photo) | 1 000 SEK/each |

\* Complete production: research, copy, photos.



## 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**  
or **PicaFlow**.

## KONTAKT

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