

100 years of hunting and fishing pleasure!

For more than a hundred years, Jaktmarker & Fiskevatten has been spreading hunting and fishing pleasure. Hundreds of thousands of readers have been attracted by the magazine's depictions of the Swedish wilderness and inspired to harvest nature's bounty. Jaktmarker and Fiskevatten portrays not only hunting and sport fishing. It also caters to readers' desire for tips on wildlife conservation and recipes. For our readers, hunting and angling represents not only pastimes but also sources of healthy ingredients. The devoted readers of Jaktmarker & Fiskevatten are true nature enthusiasts. Come on a journey with us through the scenic forests, lakes, and mountains of Sweden as we seek out the bountiful gifts of nature for another hundred years of enjoyment.

61,000
readers per
edition



PUBLICATION PLAN 2024

Number	Material day	Publishing
1 2024	25 Nov 2023	21 Dec 2023
2	19 Dec 2023	18 Jan
3-4	26 Jan	22 Feb
5	27 March	25 Apr
6	24 April	23 May
7	23 May	20 June
8	24 June	25 July
9	26 July	22 Aug
10	30 Aug	26 Sept
11	27 Sept	24 Oct
12	25 Oct	21 Nov
1 2025	22 Nov	19 Dec

MATERIAL PRINT

Material: annons@3fmediagroup.com

Technical information: www.3fmediagroup.com/annonsera

MEDIA SALES REPRESENTATIVE

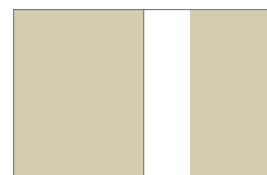
Emil Rosell, Key Account Manager

+46 762 361 927

emil.rosell@3fmediagroup.com

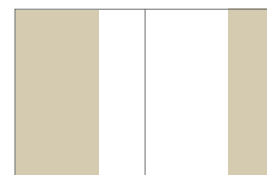
PRICES & FORMAT

Format	Price
Spread 450x225	36600 SEK
1/1 Page	21350 SEK
1/1 Page cover 2	22875 SEK
1/1 Page cover 3	22875 SEK
1/1 Page cover 4	25300 SEK
2/3 Page	15860 SEK
1/2 Page	13725 SEK
1/3 Page	10980 SEK
1/4 Page	7015 SEK
1/8 Page	3965 SEK



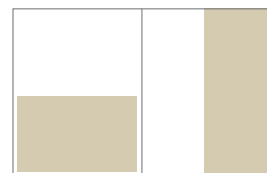
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Cover 4: 225x270

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Bleeding size: 142x297



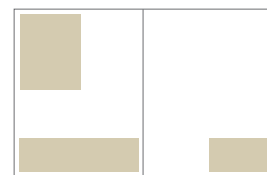
2/3 PAGE vertical
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Bleeding size: 142x297

1/3 PAGE vertical
Setting area: 60x264
Bleeding size: 75x297



1/2 PAGE horizontal
Setting area: 193x129

1/2 PAGE vertical
Setting area: 93x264
Bleeding size: 108x297



1/4 PAGE
Vertical: 93x129
Horizontal: 193x61
1-column: 44x264

1/8 PAGE
Horizontal: 93x61

NOTE!

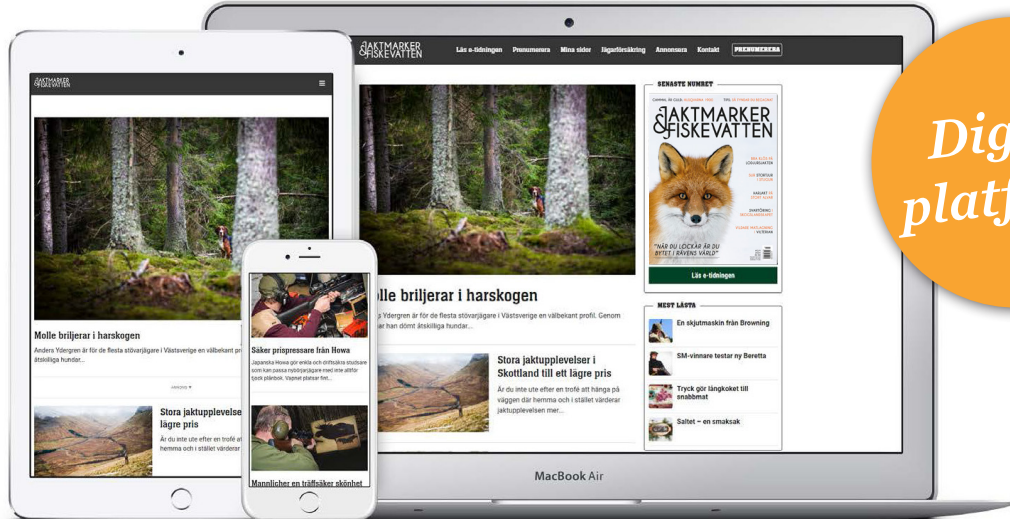
Add 3 mm bleed and cut marks in all directions on bleed ads.

ANNEXES

Price per copy when booking a subscription edition or the whole edition

20 gram	1,20 SEK/st
40 gram	1,40 SEK/st
50 gram	1,60 SEK/st
70 gram	2,00 SEK/st
>100 gram	contact us for quotation

The price applies to delivery of finished annex according to our material specification to our printing house.



THE WEBSITE

www.jof.se is an online hub for Jaktmarker & Fiskevatten, serving as a supplement to the magazine.

The website offers access to the e-magazine, information regarding firearm testing, and various recipes – all centered around bringing the forest to your table.

Format	Desktop px	Mobile px	Price
Panorama	980x240	320x320	CPM 100 SEK
Modul	640x320	320x320	CPM 90 SEK
Insider	300x250	320x320	CPM 80 SEK

Mobile size of panorama has the highest priority and will be placed above content, other ads have random placement (inside articles and in the main feed). Maximum 200 kB.

NATIVE ADVERTISING

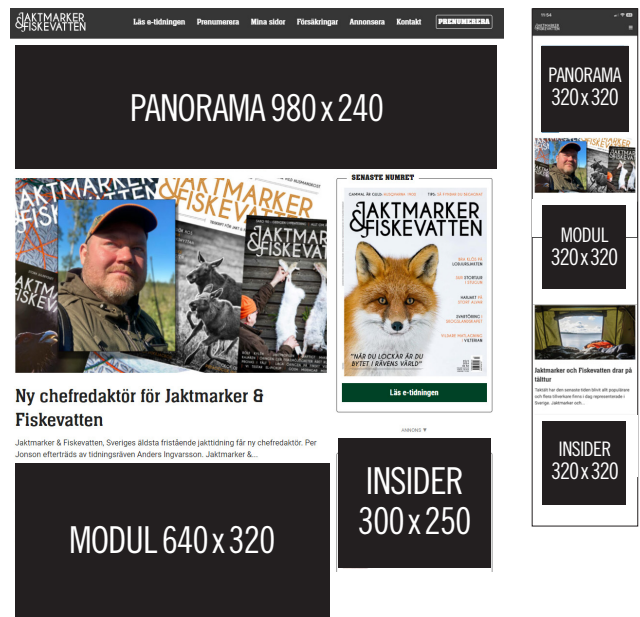
Article on **jof.se** labeled with "advertisement". The entry is pinned as the third article in the news feed during one week.

Format	Price/week
Native Advertising	5 000 SEK

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

Production Native/Advertorial	Pris
Complete production*	14 000 SEK
Text production	6 500 SEK
Photo (studio)	each 1 500 SEK
Photo (outside)	1:st photo 5 000 SEK
Photo (outside)	from 2:nd photo, each 1 000 SEK

*Complete production: research, copy, photos.



MATERIAL DIGITAL

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SALES CONTACT

Emil Rosell, Key Account Manager

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emil.rosell@3fmediagroup.com