FISKE JOURNALEN

fiskejournalen.se

Publication plan 2027



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

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 2027 PRINT

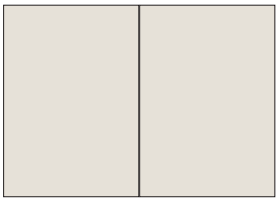
Edition	Material day	Publication day
1-2027	4 december	27 january
2	4 february	10 march
3-4	16 april	26 may
5-6	17 june	21 july
7-8	19 august	22 september
9	14 october	17 november
1-2028	10 december	26 january

PRICES & FORMAT PRINT

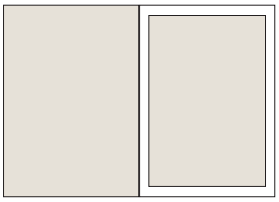
Format	Price
Spread	36 600 SEK
1/1 page	21 350 SEK
1/2 page	13 725 SEK
1/4 page	7 015 SEK
1/8 page	3 965 SEK
Cover 2 and 3	22 875 SEK
Cover 4 backside	25 620 SEK
Advertorial* 1/1 page editorial advertising	30 500 SEK
Inserts	price on request

All prices are VAT excluded.

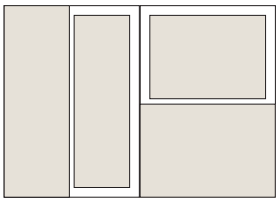
*Production is included in the price. If you buy advertorial in the newspaper, you get digital as well – and vice versa.



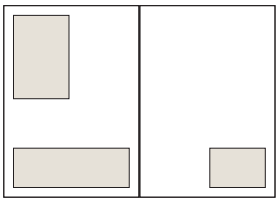
Spread*: 420x297 mm



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

MATERIAL

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

Printable (300 dpi) PDF-files.

For ICC and Joboptions, please visit
www.3fmediagroup.com/annonsera

CONTACT

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

*** Remember to add 3mm bleed and crop marks to ads with bleeding size**

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DIGITAL PLATFORMS

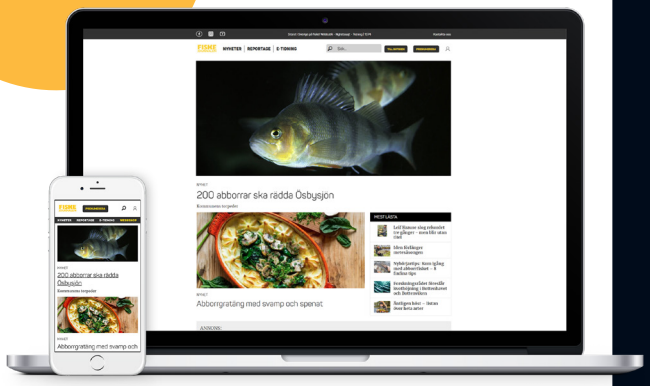
Sweden's largest digital platform for anglers!

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.

47 000	21 700	24 000	11 800
followers	followers	subscribers	subscribers

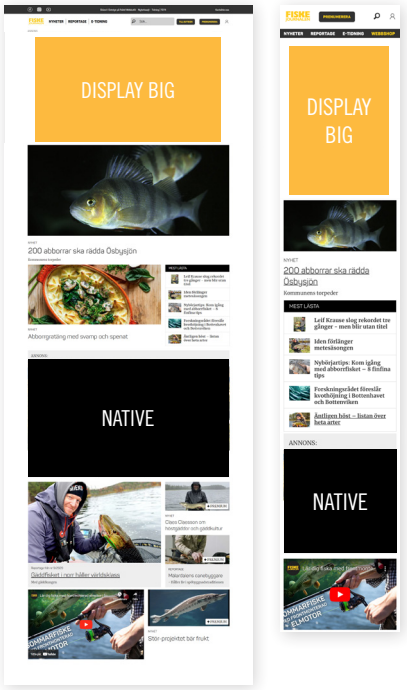


PRICES & FORMAT WEB

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)	30 000 SEK/week
Instagram	1080x1920	price on request
Native		30 500 SEK/week
Newsletter	616x240 (max 150 kB)	3 920 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 "advertisment". 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 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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