

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.

52 000
readers per
edition

Orvesto Konsument
2023 year



PUBLICATION SCHEDULE 2025 PRINT

Edition	Material day	Publication Day
Nr 1	26 november 2024	27 december 2024
Nr 2	11 december 2024	29 januari
Nr 3	5 february	12 march
Nr 4	19 march	30 april
Nr 5	12 may	18 june
Nr 6	25 june	13 august
Nr 7	13 august	24 september
Nr 8	15 october	19 november
Nr 1 2026	18 november	23 december

PRICES AND 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.

MATERIAL

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

Printable (300 dpi) PDF-files.

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

CONTACT

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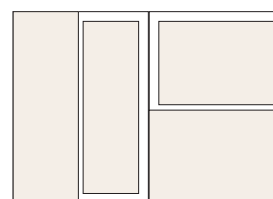
The magazine is published by **Jakt & Fiskejournalen Sverige AB**



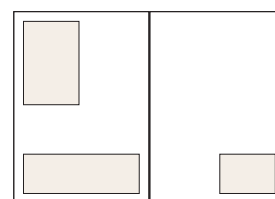
Spread*: 420x297 mm



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



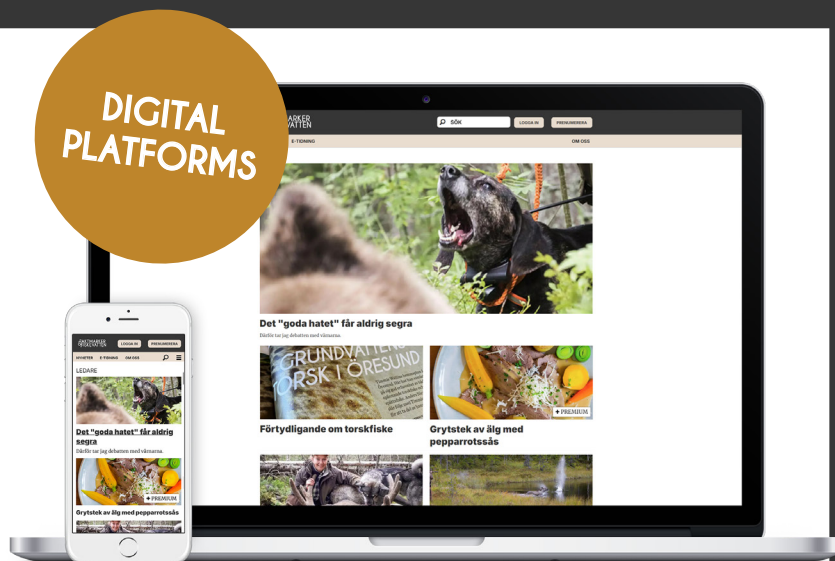
1/4 vertical: 87x130 mm
1/4 horizontal: 180x62 mm
1/8: 87x62 mm

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

DIGITAL PLATFORMS

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.



PRICES AND FORMAT WEB

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

All prices are VAT excluded.

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

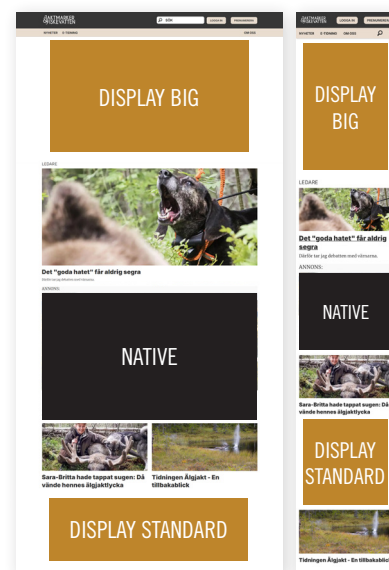
** Native excluding production costs

NATIVE / SPONSORED POST

Article on **jof.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)



MATERIAL

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

CONTACT

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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.