

Jaktmarker & Fiskevatten

Sweden's largest independent hunting magazine with 88,000 readers

Source: Orvesto Konsument 2016:helår

Jaktmarker & Fiskevatten focus on testing weapons and gear. We guide the reader in the right direction when it comes to equipment and gadgets. We review the dilemmas and phenomena of hunting. We report from the latest wildlife research. We follow the reader to the forest and describe the path to shot. We feel the pulse beat and share the joy of the hunter from a succesful hunt. We give useful hints in the hunting dog section and write about the best hunting dogs in JOF-dog. We follow you into the kitchen and give you good tasting recipes. We also like fishing. Jaktmarker & Fiskevatten is the hunters best friend – before, during and after the hunt.

Sture Markström, editor in chief



JAKTMARKER & FISKEVATTEN

Issues: 12 per year + 1 one shot
Reach: 88,000 (Orvesto full year 2016)
54% men, 46% women, average age 35

FORMATS & PRICES – TEXT

SPREAD	1/1	1/2 vertical	1/2 horizontal
434x280 + 5 mm bleed 33 500:-	217x280 + 5 mm bleed 20 700:-	105x280 + 5 mm bleed 12 500:-	217x140 + 5 mm bleed 12 500:-

1/2 SPREAD	1/4 vertical	1/4 horizontal
434x140 + 5 mm bleed 21 600:-	90x123 + 5 mm bleed 7 500:-	185x60 + 5 mm bleed 7 500:-

SPECIAL
Second cover 22 600:- Fourth cover 24 600:-
Third cover 21 600:- Please note size: 217x255

The measurements refer to page size.
Add 5 mm bleed and cropmarks all around.

FORMATS & PRICES – CLASSIFIED

1/4 vertical	1/4 horizontal	1/8 vertical	1/8 horizontal
90x123 6 100:-	185x60 6 100:-	43x131 3 700:-	185x25 3 700:-

1/8	1/16 vertical	1/16 horizontal	1/32
90x60 3 700:-	43x60 2 160:-	90x28 2 160:-	43x28 1 230:-

INSERTS IN MAGAZINE

Price/each for bookings of subscriber edition or the full edition

Max 10 gram	1,15 :-/each	Max 50 gram	1,50 :-/each
Max 20 gram	1,25 :-/each	Max 60 gram	1,65 :-/each
Max 30 gram	1,35 :-/each	Max 70 gram	1,75 :-/each
Max 40 gram	1,45 :-/each		

*The price is for delivery of the completed insert in our material specification to our printing house.

PUBLICATION SCHEDULE 2018

NR	PUBL. DATE	COPY DL
1	21/12-17	27/11-17
2	24/1	19/12-17
3-4	26/2	30/1
5	23/4	29/3
6	21/5	27/4
7	26/6	30/5
8	25/7	29/6
9	22/8	27/7
One shot (Allt om älg)	29/8	3/8
10	24/9	29/8
11	24/10	28/9
12	26/11	30/10
1-2019	19/12	23/11



BOOKING OF ADVERTISEMENTS

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DELIVERY

Use the unique link on your orderconfirmation to upload your ad or materials.
In cooperation with Picapoint.

CREATIVE AD SOLUTIONS

Please contact us for more information regarding advertorials, supplements, partner promotions and other creative ad solutions.

www.jof.se

Don't miss Jaktmarker & Fiskevatten's website. It complements the magazine with blogs and films and we can show hunting live and can be present where it happens, when it happens.

FORMATS & PRICES

Format	Size	Price/week
Panorama	980 x 240 pxl	3 000 kr
Modul	468 x 240 pxl	2 000 kr
Insider	300 x 250 pxl	2 500 kr

SVENSKA
media