

Jaktmarker & Fiskevatten is Sweden's largest independent hunting magazine.

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 successful 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!

71 000 READERS

Orvesto Konsument 2018:1



PUBLICATION SCHEDULE 2019 PRINT

No	Deadline	Publication
1 2019	23 Nov (2018)	19 Dec (2018)
2	17 Dec (2018)	22 Jan
3-4	30 Jan	25 Febr
5	28 Mars	25 Apr
6	29 Apr	22 May
7	31 May	26 June
8	26 June	24 July
<i>Älgjakt oneshot</i>	<i>10 June</i>	<i>13 Aug</i>
9	26 July	21 Aug
10	30 Aug	25 Sept
11	26 Sept	23 Oct
12	31 Oct	25 Nov
1 2020	22 Nov	18 Dec

MATERIAL PRINT

Delivery: Use the unique link in your order confirmation to upload your ad or materials. *In cooperation with Picapoint.*

Technical specifications: 300 dpi PDF-files

Further Information: www.svenskamedia.se/annonsmaterial

INSERTS

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

Max 10 gram	1,15 SEK/st	Max 50 gram	1,50 SEK/st
Max 20 gram	1,25 SEK/st	Max 60 gram	1,65 SEK/st
Max 30 gram	1,35 SEK/st	Max 70 gram	1,75 SEK/st
Max 40 gram	1,45 SEK/st		

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

PRICE & FORMAT PRINT

Format	Price SEK	Width x Height mm	Bleed*
Spread	33 500 SEK	434x280	+ 5 mm
1/2 Spread	21 600 SEK	434x140	+ 5 mm
1/1 Page	20 700 SEK	217x280	+ 5 mm
1/2 Page	12 500 SEK	105x280 / 217x140	+ 5 mm
1/4 Page	7 500 SEK	90x123 / 185x60	
Cover 2	22 600 SEK	217x280	+ 5 mm
Cover 3	21 600 SEK	217x280	+ 5 mm
Cover 4 (back)	24 600 SEK	217x255	+ 5 mm

* Add 5 mm bleed and cropmarks all around



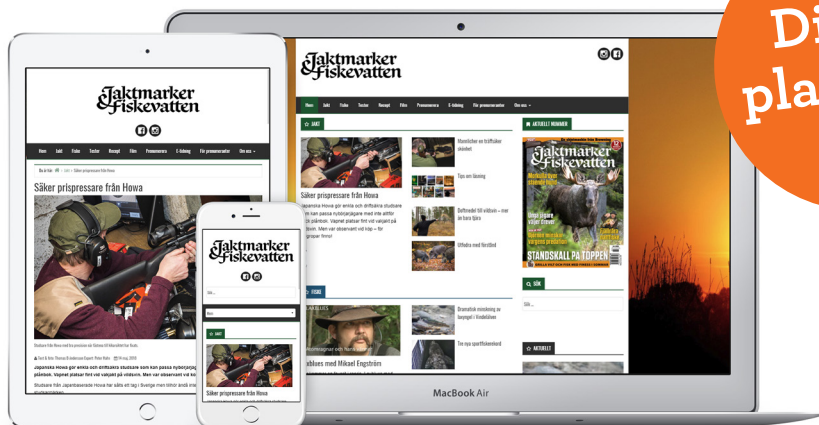
CLASSIFIED

90x123	185x60	90x60	43x131	43x60	43x28
1/4 Vertical 6 100 kr	1/4 Horizontal 6 100 kr	1/8 3 700 kr	1/16 2 160 kr	1/32 1 230 kr	

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WEBSITE

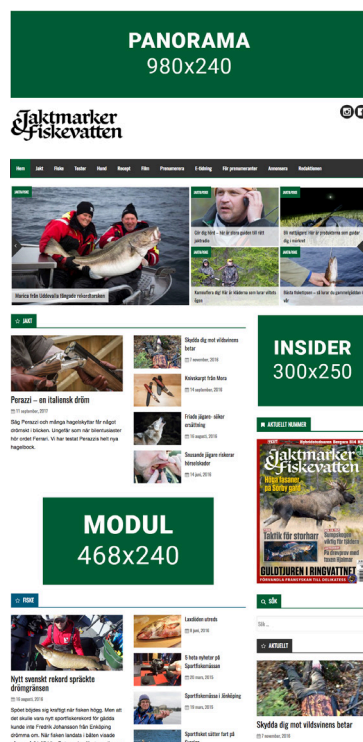
Jaktmarker & Fiskevatten's website www.jof.se complements the magazine with blogs and films and we can show hunting live and can be present where it happens, when it happens.

Reach your target group with display advertising!

Format	Width x Height	Price/week
Panorama	980x240 px	3 000 SEK
Modul	468x240 px	2 000 SEK
Insider	300x250 px	2 500 SEK

* Mobile ad is included with desktop advertising

Important! To be visible on mobile, we need a 320x320 px format. 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).



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MATERIAL DIGITAL

Delivery: Send material for digital platforms by e-mail to: annons@svenskamedia.se

Technical specifications: www.svenskamedia.se/annonsmaterial