

www.alltomgarden.se

All about life and work on the modern farm!

A magazine full of inspiration, tips, the latest news, DIY and a lot more. Our readers are everyone from farmers to forest owners - a target group that invest!

When advertising in **Allt om Gården**, you reach the active farm owners in Sweden who plans to invest. Our distribution list is updated every day with all new owners of farms and forest-registered properties that will automatically receive the next edition.

- recipients directly related to occupational agriculture and farms.
- recipient associated with horse-related activities: private horse owner, riding schools, studfarms and professional functions.
- forestry recipients: forest owners, forestry contractors, service companies, sawmills and timber buyers.
- recipients closely related to contracting.

16 800
TS-audited
circulation
2019



PUBLICATION SCHEDULE 2021 PRINT

No	Deadline	Publication	Focus
1	26 Jan	15 Febr	ATV/Forest/Motor
2	2 March	22 March	Tractor/Heat&Energy/Equipment
3	6 April	26 Apr	Construction/Machine/Horse
4	12 May	1 June	Forest/Energy/ATV
5	29 June	16 Aug	Hunting/Forest/Motor
6	21 Sept	11 Oct	Machine/Equipment/Construction
7	26 Oct	15 Nov	Forest/Economy/Technique
8	23 Nov	13 Dec	Equipment/Heat&Energy/Motor

PRICE & FORMAT PRINT

Format	Price SEK	Width x Height mm	Bleed*
Spread	29 900 SEK	420x297	+ 5 mm
Cover 2 eller 3	27 900 SEK	210x297	+ 5 mm
Cover 4 (back)	29 900 SEK	210x267	+ 5 mm
1/1 Page	22 900 SEK	210x297	+ 5 mm
1/2 Page	16 900 SEK	210x147 / 100x297	+ 5 mm
1/4 Page	8 600 SEK	90x132 / 185x65	
1/8 Page	5 400 SEK	90x65 / 185x30	

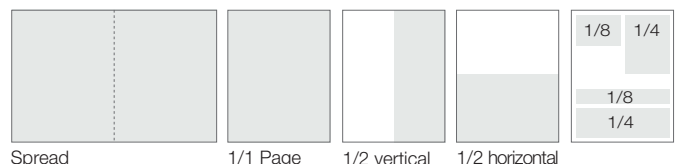
* Add 5 mm bleed and cropmarks all around

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

20g: 1.10 SEK/each **40g:** 1.25 SEK/each **50g:** 1.45 SEK/each

Price applies to finished materials. Maximum dimensions: 205x292 mm.

Price proposal submitted on printing costs and if insert exceeds maximum dimensions. Call for prices!

SALES CONTACT

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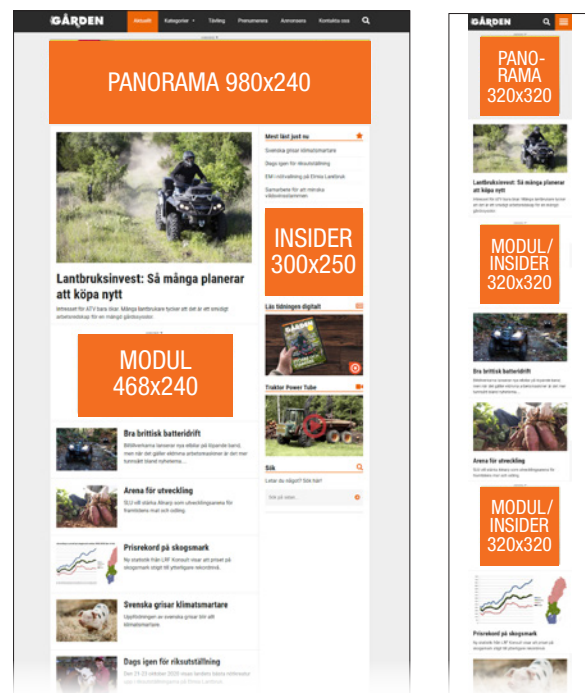


NEWS SITE

The news site **alltomgarden.se** cover the latest news. Reach your target group with display advertising!

Format	SOV	Desktop px	Mobil px	Price/month
Panorama	50%	980x240	320x320	2 500 SEK
Modul	33%	468x240	320x320	2 000 SEK
Insider		300x250	320x320	1 500 SEK

Max 150 kB. 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).



NEWSLETTER

Allt om Gårdens newsletter is sent once a week presenting the latest news in agriculture, forestry, motor and hunting.

Format	Size px	Price
Modul	468x240	price on request

Animated banners do not work in all mail clients! We recommend static banners in GIF or JPG for the newsletters. Maximum 100 kB.



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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