

FISKE

JOURNALEN



ANGLE WHERE THE BIG FISH BITES

An advertiser is not unlike an angler. He too wants to know that there's a good chance of getting a bite before casting. What you do know in advance is that each issue is read by an average of 88 000 people. So there's a good chance of plenty of bites from fishing and boat enthusiasts who want to spend their money. Advertise in Fiskejournalen and make sure that the big ones don't get away!



MARTIN FALKLIND *editor-in-chief*

ADVERTISING RATES

Format	Size	Price (SEK)
Spread	420 x 282 mm	53 800:-
Full page	210 x 282 mm	26 900:-
Back cover	210 x 257 mm	31 000:-
Half page A	90 x 260 mm	15 300:-
Half page B	100 x 282 mm	15 300:-
Half page C	185 x 125 mm	15 300:-
Half page D	210 x 135 mm	15 300:-

PUBLICATION AND-ARTWORK DATES 2012

Issue	Publ.	Artwork
1/2	28 dec	22 nov
3	21 feb	19 jan
4	20 mar	16 feb
5	17 apr	16 mar
6	22 may	19 apr
7/8	28 jun	22 may
9	28 aug	1 aug
10/11	2 oct	3 sep
12	13 nov	16 oct

Subject to change

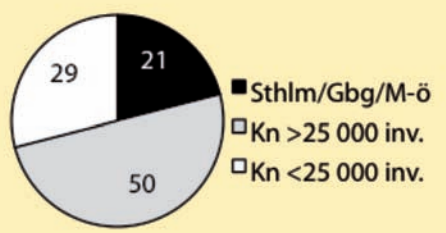
"FISKEBODEN"
If you want the biggest result possible from a smaller advert, then "Fiskeboden" is the perfect place!

1/4 page 90 x 117 mm 5 900:- (3 issues) 4 900:- (6 issues) 4 000:- (9 issues)		1/8 page 90 x 56 mm 3 600:- (3 issues) 2 950:- (6 issues) 2 400:- (9 issues)
1/2 page 186 x 117 mm 9 900:- (3 issues) 8 500:- (6 issues) 7 000:- (9 issues)		1/4 page 186 x 56 mm 5 900:- (3 issues) 4 900:- (6 issues) 4 000:- (9 issues)

READERSHIP INFORMATION:

Circulation: 21 400 copies/issue
Readership total: 88 000 readers/issue
Spread: 9% women, 91% men
Average age: 48 years old
(73% 30-69 years old)
Average household income/year:
413 000 SEK

Orvesto 2011:1 & TS Full year 2010



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