

JAKT journalen



Älgjakt à la Ris



Bocken i paradiset



THE MAGAZINE FOR ACTIVE HUNTERS

Jaktjournalen is not only a well-reputed hunting magazine, we're also the country's biggest independent hunting magazine. We also run the biggest hunting website – www.jaktjournalen.se. According to a Sifo-poll, the country's active hunters chose Jaktjournalen as their first choice. In other words, you'll reach a high number of highly interested hunters in Jaktjournalen that put high demands on their equipment as well as spending a lot of money on their hobby. Facts like that make it easy when you're making your advertising plan to reach the most active hunters in the country. Welcome!



HOLGER NILSSON *editor-in-chief*

ADVERTISING RATES

Format	Size	B/W	Colour	
	Full page	185 x 260 mm	15 900:-	19 400:-
	Full page, bleed	210 x 282 mm	15 900:-	19 400:-
	2/3-page	121 x 260 mm	11 100:-	13 600:-
	Landscape 1/2-page	185 x 125 mm	9 100:-	11 500:-
	Portrait 1/2-page	90 x 260 mm	6 500:-	8 700:-
	1/3-page	58 x 260 mm	6 500:-	8 700:-
	Portrait 1/4-page	90 x 125 mm	4 800:-	6 700:-
	Landscape 1/4-page	185 x 60 mm	4 800:-	6 700:-
	Landscape 1/8-page	90 x 60 mm	2 700:-	3 650:-

Advert on themed page
 1/4-page 5 200:-
 1/8-page 2 800:-

Price addition:
 1 000:- for decor colour
 1 000:- for second and third cover page
 4 100:- for fourth cover page (colour only)
 Exact placement 15% addition
 After text price (SEK) 21:-/mm (column width 43 mm)

PUBLICATION AND-ARTWORK DATES 2012

Issue	Publ.	Artwork
1/2	4 jan	28 nov
3	14 feb	11 jan
4	13 mar	7 feb
5	17 apr	14 mar
6	16 may	10 apr
7	12 jun	7 may
8	17 jul	13 jun
9	14 aug	22 jun
10	18 sep	15 aug
11	16 oct	12 sep
12	13 nov	10 oct

Subject to change

PLEASE VISIT WWW.ALLER.SE/ANNONS FOR CURRENT DATES
 MATERIAL ADDRESS: [HTTP://IN.ALLER.SE/ANNONS](http://IN.ALLER.SE/ANNONS)

READERSHIP INFORMATION:

Circulation: 31 700 copies/issue
 Readership total: 96 000 readers/issue
 Spread: 14% women, 86% men
 Average age: 47 years old (74% 30-69 years old)
 Average household income/year: 419 500 SEK
 Orvesto 2011:1 & TS Full year 2010

