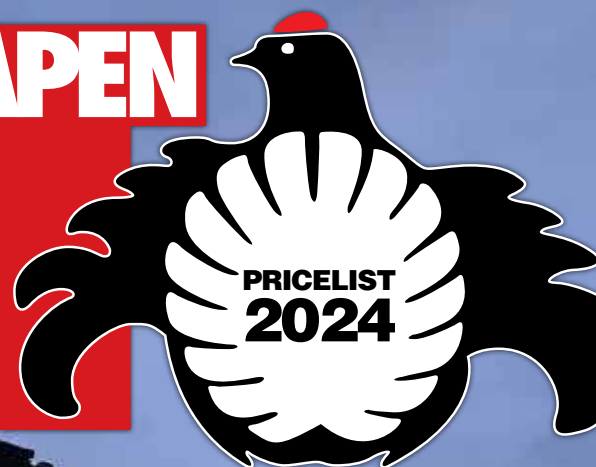


ALLT  
OM

&VAPEN





## AD DIMENSIONS

<b>SPREAD</b> 420x257 mm  <b>BLEED</b> 434x280 mm +5 mm bleed		<b>1/1-PAGE</b> 195x257 mm  <b>BLEED</b> 217x280 mm +5 mm bleed  <b>COVER PAGE 4</b> 217x250 mm +5 mm bleed	<b>1/2 PAGE LANDSCAPE</b> 195x125 mm  <b>BLEED</b> 217x137 mm +5 mm bleed	<b>1/2 PAGE PORTRAIT</b> 95x257 mm  <b>BLEED</b> 105x280 mm +5 mm bleed	<b>1/8 PAGE</b> 95x59 mm  <b>1/4 PAGE</b> 95x125 mm  <b>1/4 PAGE</b> 195x59 mm	<b>1/4 PAGE ONE COLUMN</b> 45x257 mm  <b>1/16 PAGE</b> 45x59 mm
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## PRICE LIST

SPREAD .....	31 500 SEK
SPREAD, PAGE 2-3 .....	34 000 SEK
1/1 PAGE .....	19 900 SEK
COVER PAGE 2 OR 3 .....	21 900 SEK
COVER PAGE 4 .....	24 000 SEK
1/2 PAGE .....	12 600 SEK
1/4 PAGE .....	7 400 SEK

### CLASSIFIED ADS

1/4 PAGE .....	4 500 SEK
1/8 PAGE .....	2 500 SEK
1/16 PAGE .....	1 500 SEK

## INSERTS

<10 GRAM .....	1,60 SEK / pcs.
11-19 GRAM .....	1,75 SEK / pcs.
20-29 GRAM .....	1,85 SEK / pcs.
30-50 GRAM .....	2,00 SEK / pcs.
>50 GRAM OR ODD FORMAT .....	Call for price.

Max format: 200 x 270 mm.

## MATERIAL

Deliver print-ready advertisement in PDF format, 300 dpi, CMYK color, fonts included. Add a 5 mm cutting edge, as well as cutting marks in the case of bleeding ad.

If you need help with producing an ad, we can provide it at a low cost.

Send to [annons@joforlaget.se](mailto:annons@joforlaget.se).

## PUBLICATION SCHEDULE 2024

ISSUE	PUBLISHED	DEADLINE
2/3-2024	1 february	8 december
4-2024	14 mars	22 february
5-2024	18 april	22 mars
6/7-2024	22 may	26 april
8-2024	3 juli	31 june
9-2024	14 august	14 juni
10-2024	11 september	16 august
11-2024	9 october	13 september
12-2024	6 november	11 october
1-2025	4 december	8 november

The dates are preliminary and may change.

## READERS

Allt om Jakt & Vapen has 10 issues/year, each of which reaches approximately 50,000 - 60,000 readers.

Edition: 16,000 in total, of which 8,000 subscribers and 8,000 in kiosks and stores.

- 81% are male readers.
- 15% of the readership comes from big cities and 85% from rural areas.

In comparison with other hunting magazines, Allt om Jakt & Vapen has seen a percentage of ...

... most readers in the age category 20-64 years.

... most readers in full-time work.

... most readers in the category who earn SEK 65,000 / month or more.

Source: Orvesto.

## SPONSOR A FILM SERIES

Allt om Jakt & Vapens website is also a portal for hunting-related films. The films are recorded when we are doing our magazine articles, so the films are also marketed via the magazine.

As a film sponsor, your company can be seen in well-produced and interesting films, where we prioritize a wonderful viewing experience with good ethics and morals. You as a sponsor can feel confident that your brand is visible in a good way.

As a film sponsor, you are presented with your logo both at the beginning and the end of each film. For maximum distribution, the films are published on our website, Facebook, Instagram and YouTube.

Surf to [alltomjaktochvapen.se/film/](http://alltomjaktochvapen.se/film/) to see the films that have been published so far. New ones are coming all the time.



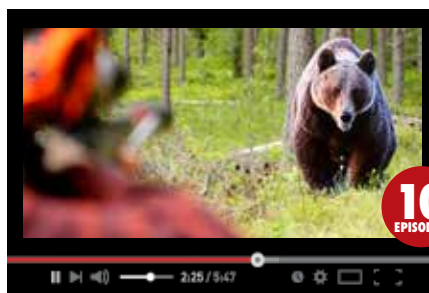
### THE HUNTING TRIP

■ 300 000 VIEWS/YEAR  
■ PRICE: 6500 SEK/EPISODE



### DOG SCHOOL

■ 100 000 VIEWS/YEAR  
■ PRICE: 3500 SEK/EPISODE



### SHOOTING SCHOOL

■ 100 000 VIEWS/YEAR  
■ PRICE: 3500 SEK/EPISODE



### WEAPONS WORKSHOP

■ 100 000 VIEWS/YEAR  
■ PRICE: 3500 SEK/EPISODE



## JAKTGALAN

**Jaktgalan is a recurring event that celebrates hunting role models. An occasion when the hunt and the hunters are lifted.**

The evening is mixed with good food, entertainment, pleasant socializing and, above all, presentation of the winners in each category. The gala will be held in March 2024 and applies to achievements during the previous hunting year. As a sponsor of the hunting gala, you can be seen with your sponsor logo in films before the gala, on the gala website, and during the gala evening's live broadcast. The gala also comes as a report in the newspaper Allt om Jakt & Vapen. We have a limited number of sponsor places.



#### MAIN SPONSOR

Your logo is visible in a larger format than other sponsors in all marketing, both before, during and after the gala. You are also presented uniquely in the live broadcast. Two envelopes and accommodation for two people for the gala evening are included.

**Price: 50 000 SEK.**

#### PRIZE SPONSOR

As a prize sponsor, your logo will be visible both before, during and after the gala. You also get to act as a prize giver of a prize during the evening. You also get two envelopes and accommodation for two people for the gala evening.

**Price: 35 000 SEK, and a product prize.**

#### GOODIEBAG SPONSOR

Your logo is visible on Jaktgalan's website. You can also add a prize to all of the 14 finalists in a so-called goodie bag. We have room for a maximum of 5 goodie bag sponsors.

**Price: 10 000 SEK, and a product prize.**



## BANNER ON WEBSITE

**SMALL** .....300x120 px  
 1 month ..... 1 000 sek  
 6 months .....5 400 sek  
 12 months .....9 720 sek

**MEDIUM** .....300x220 px  
 1 month ..... 1 500 sek  
 6 months .....8 100 sek  
 12 months .....14 580 sek

**TOP** .....728x90 px  
 1 month .....5 000 sek  
 6 months .....27 000 sek  
 12 months .....48 600 sek

**TEXT INSERT ...696x180 px**  
 1 month .....2 500 sek  
 6 months .....13 500 sek  
 12 months .....24 300 sek

*The text insert banner is published as an insert in articles and news, as well as on the homepage.*

## BANNER IN THE NEWSLETTER

5,600 people receive our newsletter once a week via e-mail. The newsletter presents the most current films, articles and hunting news on our website.

**BANNER** .....564x140 px  
 1 week ..... 1 000 sek  
 4 weeks ..... 2 500 sek  
 6 months .....15 000 sek  
 12 months .....25 000 sek

## SOCIALA MEDIER

We are on Instagram, Facebook and YouTube, where we frequently publish news, stories and movies.



## MATERIAL

Finished material is delivered in image format, for example JPG, PNG or GIF. Do not forget to let us know where the ad will be linked. If you need help making an advertisement, we can take care of it at a low cost. Sent to [annons@joforlaget.se](mailto:annons@joforlaget.se).

ALLTOMJAKTOCHVAPEN.SE



NEWSLETTER

