

ALLT
OM

JAKT & VAPEN





AD DIMENSIONS

SPREAD 420x257 mm BLEED 434x280 mm +5 mm bleed		1/1-PAGE 195x257 mm BLEED 217x280 mm +5 mm bleed COVER PAGE 4 217x250 mm +5 mm bleed	1/2 PAGE LANDSCAPE 195x125 mm BLEED 217x137 mm +5 mm bleed	1/2 PAGE PORTRAIT 95x257 mm BLEED 105x280 mm +5 mm bleed	1/8 PAGE 95x59 mm 1/4 PAGE 95x125 mm 1/4 PAGE 195x59 mm	1/4 PAGE ONE COLUMN 45x257 mm 1/16 PAGE 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.....	1,95 SEK / pcs.
11-19 GRAM	2,10 SEK / pcs.
20-29 GRAM	2,29 SEK / pcs.
30-50 GRAM	2,65 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.

PUBLICATION SCHEDULE 2026

ISSUE	PUBLISHED	DEADLINE
2/3-2025	4 february	9 january
4-2025	25 march	27 february
5-2025	28 april	1 april
6/7-2025	3 june	8 may
8-2025	22 july	15 june
9-2025	26 august	31 july
10-2025	23 september	28 august
11-2025	21 october	25 september
12-2025	18 november	23 october
1-2026	9 december	13 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.

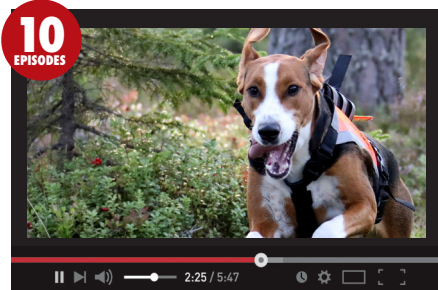
As a film sponsor, you are presented with your logo both at the beginning and the end of each film. For maximum distribution, the films are published on our website, Facebook, Instagram and YouTube.

■ Surf in to our website 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

■ 150 000 VIEWS/YEAR
■ PRICE: 3500 SEK/EPISODE



WEAPONS WORKSHOP

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



THE AFRICA TRIP

■ 100 000 VIEWS/YEAR
■ PRICE: 6500 SEK/EPISODE

LIVE 2025



All about Hunting & Weapons is broadcasting the Elkhound-Chamionship and Wild Boar-Chamionship 2025 live.

During the broadcasts, Swedish hunters can follow these exciting competitions through our studio broadcasts where we analyze and report.

The Elkhound-Chamionship 2024 had 53,000 viewers, and the Wild Boar-Chamionship 2024 had approx. 21,000 viewers.

As a main sponsor you donate prizes to competitors, your logo in vignettes, and a commercial on five occasions.

As a prize sponsor you donate a prize to the contestants, your logo in vignettes.

Price

Main sponsor Elkhound-Ch 40 000 sek.
Price sponsor Elkhound-Ch 25 000 sek.
Main sponsor Wild Boar-Ch 25 000 sek.
Price sponsor Wild Boar-Ch 15 000 sek.

BANNER ON THE WEBSITE

Small	300x120 px
1 month	1 000 kr
6 months	5 400 kr
12 months	9 720 kr

Medium	300x220 px
1 month	1 500 kr
6 months	8 100 kr
12 months	14 580 kr

Top	728x90 px
1 month	5 000 kr
6 months	27 000 kr
12 months	48 600 kr

Plug-in	696x180 px
1 month	2 500 kr
6 months	13 500 kr
12 months	24 300 kr

The plug-in banner is published as a plug-in in articles and news, as well as on the home page.

BANNER IN THE NEWSLETTER

5,600 people receive our newsletter once a week via email. The newsletter features the most current films, articles and hunting news.

Banner	564x140 px
1 week	1 000 kr
4 weeks	2 500 kr
6 weeks	15 000 kr
12 months	25 000 kr



SOCIAL MEDIA

We are on Instagram, Facebook and YouTube, where we frequently publish news, stories and films. Take the opportunity to follow us to see our latest updates.



MATERIAL DELIVERY

Advertisements in the newspaper: Deliver print-ready advertisement in PDF format, 300 dpi, CMYK color scale, fonts included.

Add 5 mm bleed and crop marks for bleed formats.

Other advertising: Finished material is delivered in a suitable format, such as PDF, EPS, JPG, PNG or GIF.

When advertising online, do not forget to let us know where the advertisement should be linked.

If you need help making an advertisement-material, we can arrange it for a low cost.

Advertising material is sent to annons@joforlaget.se.