

# ONLINE-MAGASINET MIT JAGTBLAD

REAL LIFE HUNTING ADVENTURES  
GAME, HABITAT AND NATURE MANAGEMENT  
IN DEPTH REVIEWS OF  
HUNTING EQUIPMENT, FIREARMS,  
AMMUNITION AND GEAR

FREE MONTHLY ONLINE MAGAZINE FOR  
PC, TABLET, MOBILE PHONES  
+ 5 FREE PRINT EDITIONS

**MEDIA KIT  
2020**



**FREE MONTHLY ONLINE MAGAZINE FOR TODAY'S ACTIVE HUNTER**

# HUNTERS IN DENMARK

- 180.000 HUNTERS TAKE OUT HUNTING LICENSE EVERY YEAR.
- 4-5.000 NEW HUNTERS TAKE THE HUNTING EXAM EVERY YEAR.
- 10% ARE WOMEN



**MIT JAGTBLAD** talks into the present focus on authentic lifestyle in contact with nature, sustainable living and the hands on- mentality of our times.

**GROWING INTEREST IN HUNTING** as 4-5.000 new hunters join us every year. 10% are women.

**MANY OF TODAY´S HUNTERS** are city people. They generally have long educations and over average income. They take nature

and environment seriously and partake in gamekeeping and nature preservation. They perceive their hunting as harvesting in balance with nature. Hunting today is more than a hobby. It´s a way of life. At home and abroad. Often in connection with family holidays.

**THE MODERN HUNTER** is curious and wants to know. MIT JAGTBLAD bring them lots of good stories about guns, optics, gear and of course

hunting all over the world. A specialty is tests of equipment. Hunters love new gear.

**GEAR, CLOTHES AND CARS** are an important part of the hunting universe. More than 60% percent of our readers state that their hunting is among the criteria when they chose a new car.

# MIT JAGTBLAD FACTS

- DIGITAL COPIES
- PRINT COPIES
- NEWSMAILS
- SOCIAL MEDIA



## MIT JAGTBLAD

Free monthly online magazine for the mature, active and engaged hunter and all others with interest in hunting, nature and game.

## MIT JAGTBLAD

Denmark's leading hunting magazine is in touch with the hunting community. News, reports, great stories, tests and opinions. All written by some of the leading writers on hunting in Denmark and the rest of Scandinavia.

## MIT JAGTBLAD

Covers hunting and shooting. From the first step through the hunting experience to gamekeeping and testing all the newest gear and equipment.

## MIT JAGTBLAD

Published 12 times a year.

## READERS\*

1 MONTH	+30.000
3 MONTHS	+43.000
6 MONTHS	+52.000

\*GOOGLE ANALYTICS 2018

# MIT JAGTBLAD

## PROFILING OUR READERS



### THE HUNTERS...

- 95% are men
- 51% hunt more than 20 days a year
- 83% has hunted for more than 10 years

### HUNTING...

- 89% Stalks for roedeer
- 88% hunts with shotguns
- 74% hunts for ducks
- 73% hunts for pheasant
- 21% hunts at sea

### GUNS...

- 44% own 4-6 guns
- 92% own a rifle
- 95% own a shotgun
- 7% own a bow

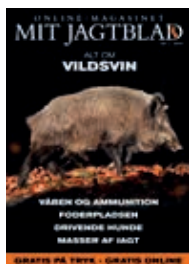
### ABOUT THE HUNTERS...

- 76% have hunted abroad
- 62% own a dog

### ON THE SHOPPING LIST WITHIN ONE YEAR...

- 19,5% Rifle scopes
- 11% Heated Clothing (electrically)
- 16% Night vision rifle scope
- 14% Thermal binoculars
- 38% Wellington boots / hunting boots
- 21% Rangefinding binoculars

# ADVERTISING PRINT EDITIONS



**15.000 COPIES  
5 RELEASES**

## DISTRIBUTION

125 OF THE COUNTRY'S LARGEST HUNTING SHOPS  
INCL. LAND & FRITID AS WELL AS SHOOTING RANGES,  
CLUBS AND DISTRIBUTION AT FAIRS AND EVENTS.

### RATES SIZE

Doublepage /spread 420x297 mm  
Full Page 210 x297 mm  
1/2 page horizontal 210x146 mm  
1/2 page vertical 102x297 mm  
1/4 page 102x146 mm

### SCHEDULE PUBLICATION DATE

March 1  
May 1  
August 1  
September 15  
November 15

### PRICE

€ 2440  
€ 1540  
€ 990  
€ 990  
€ 600

### DEADLINE

February 7  
April 8  
July 5  
August 20  
October 20

### BOOKING

Preben Henrichsen  
Cellphone: +45 4111 6166  
Email: ph@recreationmedia.dk

### ADVERTISING MATERIAL

1. PDF format
2. (version 1.3 Acrobat Distiller) – all advertisements formats shall include 5 mm for bleed and trim marks.
3. Text as well as important elements in the advertisement should be placed within 10 mm from regular advertisement size (excluding bleed)
4. Size 300 DPI – and CMYK colours only.

### ARTWORK

Please send print ready artwork/PDF to  
ph@recreationmedia.dk

### SIZE ADS IN PRINT MAGAZINE



Spread 420x297 mm



Full Page 210x297 mm



1/4 page 102x146 mm



1/2 page vertical  
102x297 mm



1/2 page horizontal  
210x146 mm

# ADVERTISEMENT ONLINE MAGAZINE



## READERSHIP

+30.000 READERS WITHIN 4 WEEKS  
+43.000 READERS WITHIN 12 WEEKS

## 12 RELEASES

WITH ALL ABOUT HUNTING IN  
TEXT, IMAGES AND VIDEO

### RATES SIZE

Full Screen 1920x1080 pixels  
Full page 960x1080 pixels  
1/2 page 960x540 pixels

### SCHEDULE PUBLICATION DATE

January 8  
February 12  
March 11  
April 8  
May 13  
June 10  
July 8  
August 12  
September 9  
October 14  
November 11  
December 9

### PRICE

€ 2450  
€ 1550  
€ 990

### BOOKING

Preben Henriksen  
Cellphone: +45 4111 6166  
Email: [ph@recreationmedia.dk](mailto:ph@recreationmedia.dk)

### ADVERTISING MATERIAL

JPG Format  
Click through URL

### ARTWORK

Please send print ready artwork/JPG to  
[ph@recreationmedia.dk](mailto:ph@recreationmedia.dk)

### DEADLINE

January 3  
February 5  
March 4  
April 1  
May 6  
June 3  
July 1  
August 5  
September 2  
October 7  
November 4  
December 2

### SIZE ADS IN DIGITAL MAGAZINE



Full Screen 1920x1080 px



Full page 960x1080 px



1/2 page 960x540 px

# NEWSLETTER BANNERS



**SUBSCRIBERS**  
**+22.000**

**CLICK THROUGH RATE**  
**37%**

## WEEKLY NEWSLETTERS

Received by more than 19.000 active Danish hunters.

## RATES SIZE

Top banner 564 x 400 pixels  
Low banner 564 x 400 pixels

**PRICE**  
€ 330  
€ 225

## BOOKING

Preben Henrichsen  
Cellphone: +45 4111 6166  
Email: [ph@recreationmedia.dk](mailto:ph@recreationmedia.dk)

## ADVERTISING MATERIAL

JPG or GIF Files  
Click through URL

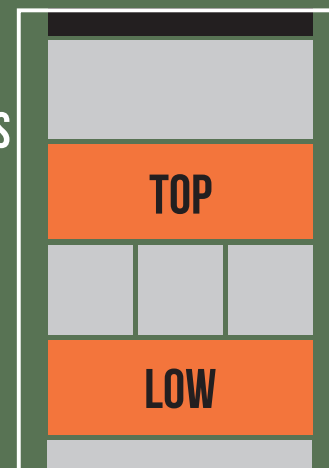
## ARTWORK

Please send artwork to  
[ph@recreationmedia.dk](mailto:ph@recreationmedia.dk)



## BANNER SIZE FOR NEWSLETTERS

564 x 400 pixels  
Top banner  
Low banner





**UDGIVER**

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