

ONLINE-MAGASINET MIT JAGTBLAD

MEDIA KIT
2020

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



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)

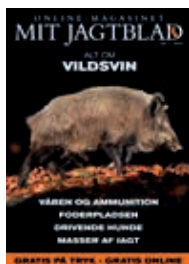
16% Night vision rifle scope

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

PRICE

€ 2440
€ 1540
€ 990
€ 990
€ 600

SCHEDULE PUBLICATION DATE

March 1
May 1
August 1
September 15
November 15

DEADLINE

February 7
April 8
July 5
August 20
October 20

BOOKING

Preben Henriksen
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

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JPG Format
Click through URL

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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

ADVERTISING MATERIAL

JPG or GIF Files

Click through URL

ARTWORK

Please send artwork to

ph@recreationmedia.dk

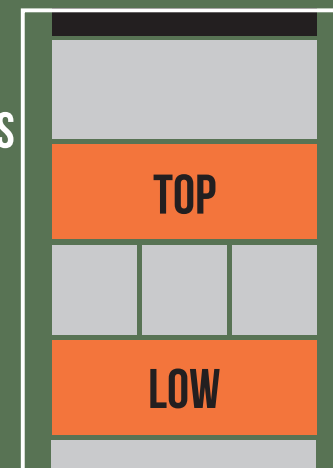


BANNER SIZE FOR NEWSLETTERS

564 x 400 pixels

Top banner

Low banner





UDGIVER

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