

Land Lantbruk

– Leading within agricultural news

“

Did you know that
210 000
read this newspaper
every week?

(Orvesto 2016)

”



The most
appreciated
**member
benefit
within LRF**

(According to LRF's member survey)

Did you know that
Land Lantbruk reaches
84%
of Sweden's farmers?

(Trade press survey 2016)

Land Lantbruk is Sweden's largest agricultural newspaper. Land Lantbruk elevates the farmers voice and puts questions of the farming and rural areas on the political agenda.

LandLantbruk

PRINT

Publication schedule for 2018

LARGEST

within farming and forestry
- reaches 210 000 readers
every week.



Lena Johansson
editor-in-chief Landbruk.com



NO	PUBLICATION DAY	COPY DEADLINE		THEME
		TS	ET	
2	Jan 5	Dec 17	Dec 29	TS=text page ET=classified
3	Jan 12	Jan 2	Jan 5	
4	Jan 19	Jan 9	Jan 12	
5	Jan 26	Jan 16	Jan 19	
6	Feb 2	Jan 23	Jan 26	
7	Feb 9	Jan 30	Feb 2	
8	Feb 16	Feb 6	Feb 9	*
9	Feb 23	Feb 13	Feb 16	Milk 1, Breed & Animal health
10	Mar 2	Feb 20	Feb 23	
11	Mar 9	Feb 27	Mar 2	
12	Mar 16	Mar 6	Mar 9	
13	Mar 23	Mar 13	Mar 16	SAM*
14	Mar 29	Mar 19	Mar 22	
15	Apr 6	Mar 27	Mar 29	
16	Apr 13	Apr 3	Apr 6	Milk 2, Ley & Machinery
17	Apr 20	Apr 10	Apr 13	*
18	Apr 27	Apr 17	Apr 20	
19	Maj 4	Apr 24	Apr 27	
20	Maj 11	Apr 30	Maj 4	
21	Maj 18	Maj 8	Maj 11	Milk 3, Technology & Constr.
22	Maj 25	Maj 15	Maj 18	
23	Jun 1	Maj 22	Maj 25	
24	Jun 8	Maj 29	Jun 1	
25	Jun 15	Jun 5	Jun 8	
26	Jun 21	Jun 11	Jun 14	
27/28	Jun 29	Jun 19	Jun 21	

NO	PUBLICATION DAY	COPY DEADLINE		THEME
		TS	ET	
29/30	Jul 13	Jul 3	Jul 6	TS=text page ET=classified
31/32	Jul 27	Jul 17	Jul 20	
33	Aug 10	Jul 31	Aug 3	
34	Aug 17	Aug 7	Aug 10	
35	Aug 24	Aug 14	Aug 17	
36	Aug 31	Aug 21	Aug 24	
37	Sep 7	Aug 28	Aug 31	
38	Sep 14	Sep 4	Sep 7	*
39	Sep 21	Sep 11	Sep 14	Milk 4, Fodder/harvest results & back in the barn
40	Sep 28	Sep 18	Sep 21	
41	Okt 5	Sep 25	Sep 28	Energy
42	Okt 12	Okt 2	Okt 5	
43	Okt 19	Okt 9	Okt 12	*
44	Okt 26	Okt 16	Okt 19	
45	Nov 2	Okt 23	Okt 26	Milk 5, Livestock & Security
46	Nov 9	Okt 30	Nov 2	
47	Nov 16	Nov 6	Nov 9	*
48	Nov 23	Nov 13	Nov 16	
49	Nov 30	Nov 20	Nov 23	
50	Dec 7	Nov 27	Nov 30	
51	Dec 14	Dec 4	Dec 7	
52/1	Dec 21	Dec 11	Dec 14	


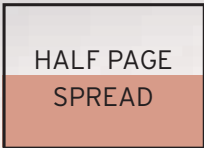

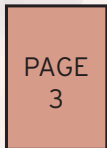

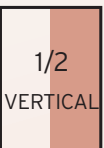

* This years 6 extra mailings to 10 000 forest owners is done with a special front page and a new back cover marked "Posttidning B" and without Land attached.




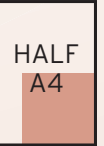
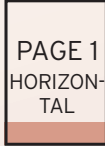
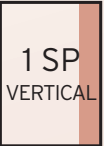


LandLantbruk

PRINT

Format- & rate card for 2018

						
FULL PAGE SPREAD	HALF PAGE SPREAD	1/1	PAGE 3	BACK COVER	1/2 VERTICAL	1/2 HORIZONTAL
470x320	470x160	223x320 250x340*	223x320 250x340*	223x320 250x340*	109x305	223x153

					
1/4 HORIZONTAL	1/4 VERTICAL	A4	HALF A4	PAGE 1 HORIZONTAL	1 SP VERTICAL
223x75	109x153	166x241	166x118	223x45 250x50*	52x305

PLEASE NOTE!

No cutting marks or cropmarks should be on the finished ad material.

* Bleed: Add 5 mm bleed all around.

FORMAT & RATES

TEXTPAGE	FORMATS	PRICE
Full page spread	470x320	74.000:-
Half page spread	470x160	38.000:-
Full page	223x320	37.000:-
Full page 3	223x320	40.800:-
Back cover	223x320	42.600:-
Half page vertical	109x305	19.600:-
Half page horizontal	223x45	19.600:-
1/4 horizontal	223x75	10.200:-
1/4 vertical	109x153	10.200:-
A4-format	166x241	26.800:-
Half A4	166x118	13.900:-
Page 1 horizontal	223x45	9.300:-
1-column	52x305	9.990:-

CLASSIFIED	BLACK	CMYK
Price/column mm	15:-	20:-

Column width text page (mm)

1 col	2 col	3 col	4 col	Column height
52	109	166	223	320

Column width classified (mm)

1 col	2 col	3 col	4 col	5 col	6 col	CLASSIFIED
35	72	109	147	184	221	305

Copy deadline for classified ads are 5 days prior to publication day.

Double ad discount classifieds: 50% discount is given on the second insertion of an ad in two consecutive editions of the newspaper. Does not apply to full pages.

All prices include VAT.

BOOKING OF ADS

KEY ACCOUNT

ROGER MATTSSON
roger.mattsson@lrfmedia.se • +46 8-588 368 25

HENRIK LINDBERG
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MARCUS PALM
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JOB & KARRIÄR (JOBS & CAREER)

PETER HARICH
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KERSTIN LICKE LARSSON
kerstin.l.larsson@lrfmedia.se • +46 40-10 52 14

HEAD OF REAL ESTATE

LENA JACOBS
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HEAD OF SUPPLEMENTS

ANDERS DEUTGEN
anders.deutgen@lrfmedia.se
+46 8-588 368 88

BOOKING OF ADS

TEXT- & CLASSIFIED

MARIE-LOUISE LARSSON
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PAULA JACOBSSON
paula@adviser.se • +46 40-643 04 13

BUY AND SELL ADS

MYRTE KARLBERG
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CREATIVE SOLUTIONS & NATIVE STUDIO

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AD COORDINATOR
annonsackpress@lrfmedia.se
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AD READY FOR PRINT - UPLOAD
www.lrfmedia.se

AD PRODUCTION

We are happy to help you with your ad production:
Contact us: annonsackpress@lrfmedia.se

PRINT

250:-

Issues:	48 per year
Reach:	210 000 (Orvesto kons full year -16)
Circulation:	91 000 (TS full year 2016)
Age distribution:	16-29, 9%, 30-49, 26%, 50-64, 32%, 65-80, 33%
Sex distribution:	71% men, 29% women