

Publication schedule & format/rate card 2018

Lantmannen

-the magazine for professional farmers

PRINT



32000

readers per month

(Orvesto Enterprise 2017)

For **better
timing** in crop
cultivation and
enterprise

Lantmannen is the leading agricultural magazine that goes into depth to provide inspiration and knowledge.

Our special areas are within plant cultivation, technology and business administration.

Lantmannen

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We want to make the professional farmer yet sharper



Anna Nilsson
Editor-in-chief Lantmannen



NO	PUBL. DAY	COPY DEADLINE	THEME
1	Dec 29	Dec 11	
2	Jan 26	Jan 10	Generation shift
3	Feb 23	Feb 7	Spring farming & plant protec.
4	Mar 23	Mar 7	Ley
5	Apr 27	Apr 11	Construction
6	May 25	May 7	
7	Jun 21	Jun 4	Borgeby Fältdagar (Field days)
8	Jul 20	Jul 4	
9	Aug 24	Aug 8	Autumn farming & plant protec.
10	Sep 21	Sep 5	Energy
11	Oct 26	Oct 10	Tractor
12	Nov 23	Nov 7	
1	Dec 28	Dec 7	

FORMATS & RATES

TEXT PAGE	FORMAT	PRICE
Full page spread	436x270	25,200:-
Full page	207x270	15,100:-
Full page 2:nd & 3:rd cover	207x270	16,600:-
Back cover	207x270	18,200:-
Half page horizontal	207x130	10,200:-
Half page vertical	101x270	10,200:-
Quarter page horizontal	207x65	5,300:-
Quarter page vertical	101x130	5,300:-

All prices in excluding VAT.

FORMATS

FULL PAGE SPREAD	1/1	2:ND OR 3:RD COVER	BACK COVER
436x270 460x297*	207x270 230x297*	207x270 230x297*	207x270 230x274*
1/2 HORIZONTAL	1/2 VERTICAL	1/4 HORIZONTAL	1/4 VERTICAL
207x130 230x144*	101x270 110x297*	207x65	101x130

* Bleed: Please add 5 mm bleed on each side.
No cut marks allowed on finished ad material.

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AD PRODUCTION

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PRINT
250:-

Issues:	12 per year
Reach:	32,000 (Orvesto Enter. full year 2017)
Edition:	4,300 (TS full year 2017)
Age distribution:	21-38, 24%, 39-53, 31%, 54-65, 45%
Sex distribution:	75% men, 25 % women