

# 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	


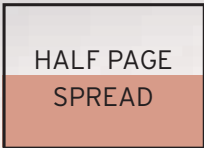

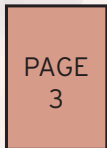

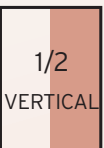

\* This years 6 extra mailings to 10 000 forest owners is done with a special front page and a new back cover marked "Posttidning B" and without Land attached.






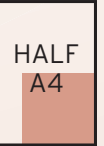
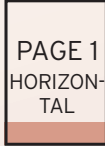
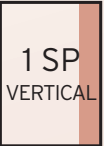
# LandLantbruk

## 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

**MARCUS PALM**  
marcus.palm@lrfmedia.se • +46 8-588 367 76

**LINDA PALMQVIST**  
linda.palmqvist@lrfmedia.se • +46 8-588 338 11

#### JOB & KARRIÄR (JOBS & CAREER)

**PETER HARICH**  
peter.harich@lrfmedia.se • +46 8-588 36 504

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

**LENA HÄGGLUND**  
lena.haggglund@lrfmedia.se • +46 72-974 71 08

#### HEAD OF REAL ESTATE

**LENA JACOBS**  
lena@adviser.se • +46 40-643 04 10

#### HEAD OF SUPPLEMENTS

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

### BOOKING OF ADS

#### TEXT- & CLASSIFIED

**HENRIK LINDBERG**  
henrik@adviser.se • +46 40-643 04 15

**PAULA JACOBSSON**  
paula@adviser.se • +46 40-643 04 13

#### BUY AND SELL ADS

**MYRTE KARLBERG**  
myrte@adviser.se • +46 8-408 55 21

#### CREATIVE SOLUTIONS & NATIVE STUDIO

**MAGNUS REITHER**  
magnus.reithner@lrfmedia.se • +46 76-537 66 66

**PEDER WAHLBERG**  
peder.wahlberg@lrfmedia.se • +46 72-083 80 03

#### AD COORDINATOR

annonsackpress@lrfmedia.se  
+46 8-588 367 24

#### 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