

Lantmannen

-the magazine for professional farmers



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

PRINT Publication schedule & format/rate card 2018

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 3	Generation shift
3	Feb 23	Jan 31	Spring farming & plant protec.
4	Mar 23	Feb 28	Ley
5	Apr 27	Apr 4	Construction
6	May 25	Apr 30	
7	Jun 21	May 28	Borgeby Fältdagar (Field days)
8	Jul 20	Jun 27	
9	Aug 24	Aug 1	Autumn farming & plant protec.
10	Sep 21	Aug 29	Energy
11	Oct 26	Oct 3	Tractor
12	Nov 23	Oct 31	
1	Dec 28	Nov 30	

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.

BOOKING OF ADS

KEY ACCOUNT MANAGERS

ROGER MATSSON
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

HEAD OF SUPPLEMENTS

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

TEXT & CLASSIFIED ADS

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

MARIE-LOUISE LARSSON
marie-louise@adviser.se • +46 40-643 04 11

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

BOOKING OF ADS

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

CREATIVE SOLUTIONS & NATIVESTUDIO

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

PEDER WAHLBERG
peder.wahlberg@lrfmedia.se • +4672-083 80 03

AD COORDINATOR

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

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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