

WILDLIFE
2024



JAGT

VILDT & VÅBEN

The Danish Hunters

Hunting is popular as never before. Almost 230.000 Danes have a hunting permit and more than 172.000 renewed their license in 2023.

That makes Denmark one of the countries with the highest frequency of hunters per capita in Europe. Hunting and shooting have become a lifestyle that attracts a modern, urbane and well off segment of the population.

The average age of the Danish hunter is 40 or older. They generally have longer education and higher than average income. More and more women are joining and 10 pct of the new hunters are women these days.

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JAGT, Vildt & Våben

Established in 2006 the lifestyle magazine JAGT, Vildt & Våben (Hunting, Game & Guns) is the biggest, independent hunting magazine in Denmark. Celebrating 17 years anniversary in the market and more than 200 editions published it is well known among Danish hunters. A fact confirmed by Polling Bureau Gallup 73.000* Danish hunters can't be wrong.

In JAGT, Vildt & Våben we cover all aspects of hunting and shooting and present it in an elegant +100 pages lifestyle magazine reporting from all over Denmark and all over the world.

More than 30 of Denmark's most dedicated and competent hunting writers share their extensive knowledge and great tales of hunting. They also test and comment on weapons, equipment, clothes and gear in the field where it belongs. In the kitchen some of Denmark's most respected chefs give their interpretation of game cooking for everyday meals or more formal occasions, including complimenting wine.

At JAGT, Vildt & Våben we cover all aspects of hunting and shooting and we share it with all our enthusiastic readers around Denmark. You are most welcome to join us.



CONTENT

- Features firearms and ammunition
- Hunting reports
- Technical articles
- Hunting abroad
- Conservation
- Optics
- Gun dogs
- Game recipes

READERSHIP

- 73.000* readers per edition

TARGET AUDIENCE

- 80% has had a hunting permit for more than 10 years
- 94 % own and use a hunting rifle
- 64 % own 4 or more weapons
- 84 % own a house
- 62 % own at least one gun dog
- 78 % have gone hunting abroad
- 52 % are considering an SUV as their next automobile

**(Source: Index Danmark/Gallup 2021)*

Our Readers



Prices JAGT, Vildt & Våben

Double page Spread € 3.150

420 x 297 mm
(Special Placement page 2-13) € 335

Full page € 1.745

210 x 297 mm
Special Placement page 2-13
+ back cover surcharge € 200

1/2 page € 932

Horizontal 210 x 146 mm
Vertical 102 x 297 mm

1/4 page € 505

102 x 146 mm

AD SALES

Preben Henrichsen

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Mail: ph@danskejagtmedier.dk



Material

PDF format

(version 1.7 Acrobat Distiller) - all advertisements formats shall include **5 mm** for bleed and trim marks.

Text as well as important elements in the advertisement should be placed within **10 mm** from regular advertisement size (excluding bleed)

Images must have a minimum resolution of size **300 DPI** - and **CMYK colours** only.

DELIVERY OF MATERIAL

Please send print ready artwork to
ph@danskejagtmedier.dk

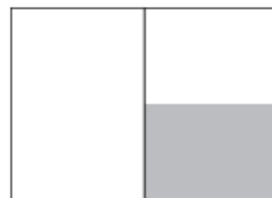
Sizes



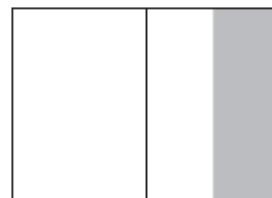
Spread
420 x 297 mm



Full page
210 x 297 mm



1/2 page horizontal
210 x 146 mm



1/2 page vertical
102x 297 mm



1/4 page
102x 146 mm



Inserts

0 - 20 grams:	€ 3.290
21 - 50 grams:	€ 3.960
51 - 100 grams:	€ 4.495
100+ gram:	contact us for special quotation

LAY-OUT AND PRODUCTION

We undertake production as well as lay-out of inserts (pamphlets ect).

Please contact us for quotation.



Schedule

VOL.	MATERIALS DUE	PUBLICATION DATE
JVV 86	12 th December	11 th January
JVV 87	12 th January	8 th February
JVV 88	9 th February	7 th March
JVV 89	12 th March	11 th April
JVV 90	12 th April	8 th May
JVV 91	9 th May	6 th June
JVV 92	14 th June	11 th July
JVV 93	12 th July	8 th August
JVV 94	9 th August	5 th September
JVV 95	13 th September	10 th October
JVV 96	11 th October	7 th November
JVV 97	8 th November	5 th December
JVV 98	9 th December	9 th January

AD SALES

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PUBLISHER

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