

# Hunting and nature marketing Denmark

MEDIA INFORMATION / PRICE LIST 2024



Connect with more than 90,000 hunters and a wide range of nature enthusiasts through the Danish Hunters' Association's various media



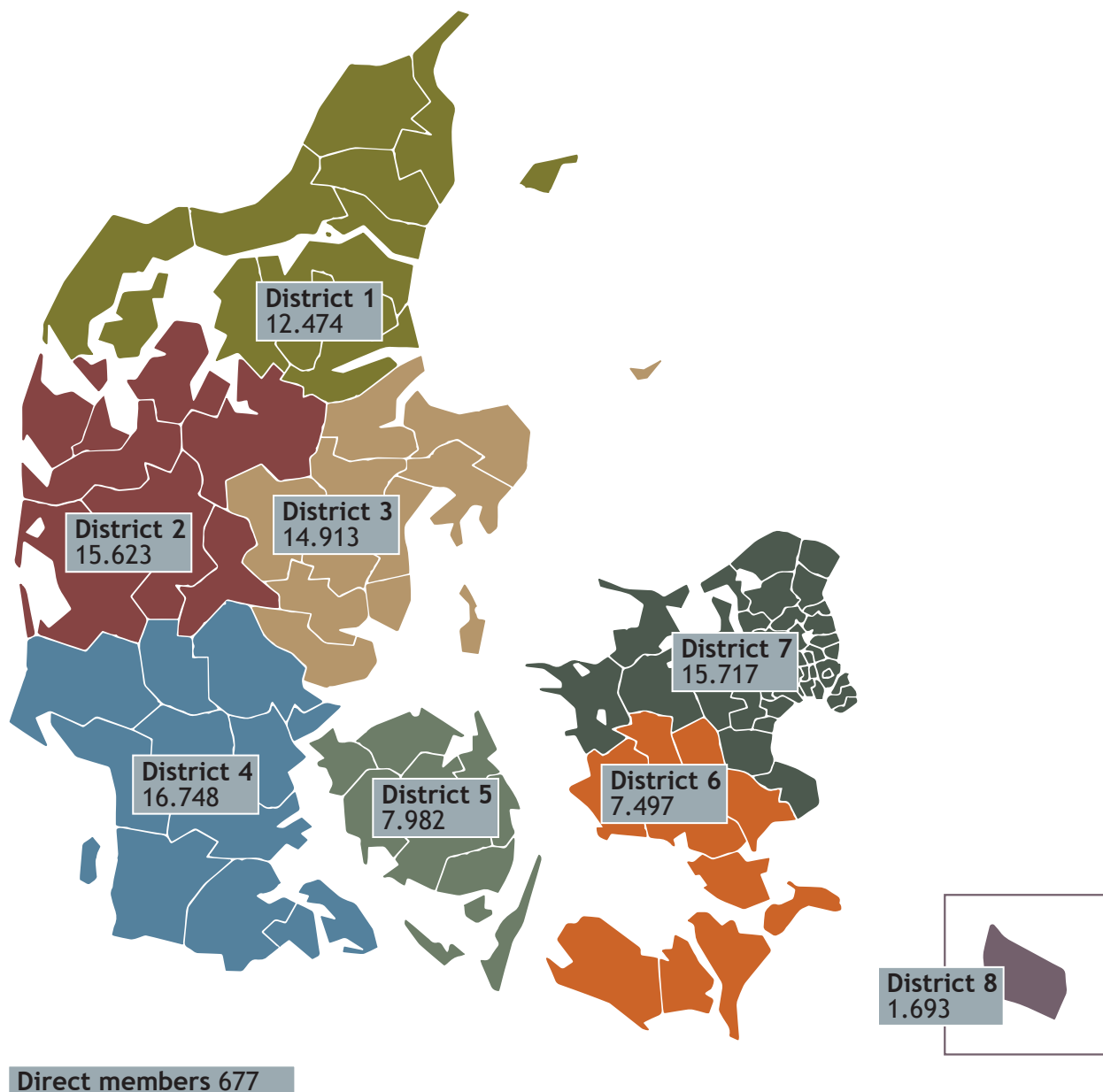
# The Danish Hunters' Association

We inspire, gather and organise hunters  
– your direct contact to an affluent audience

With 839 local hunting associations and 92.647 members, the Danish Hunters' Association is one of the biggest green organisations in Denmark by far.

We represent the interests of Danish hunters through our vision "Good hunting for generations" from which we work to ensure that current and future generations can go hunting.

The map shows membership in the districts as at November 1, 2023.



# Membership surveys



## Hunting

- 88% are 41 or older.
- 65% hunt more than 10 times per year.
- 79% spend up to DKK 25,000 per year on hunting.

## Forms of hunting

- 85% joint hunt with shotgun.
- 61% stalking.
- 53% joint hunt with rifle.
- 40% shotgun hunting with own dog.
- 37% wildfowling.
- 9% hunting from sea.
- 9% hunting from the beach.
- 4% bow hunting.

## Dogs

- 48% have more than one dog.

## Shotgun

- 61% prefer a shotgun for hunting.
- 86% train at a shooting range using a shotgun.
- 81% drive up to 40 km to practice using a shotgun at a shooting range.

## Rifle

- 37% prefer a rifle for hunting.
- 67% drive up to 40 km to practice using a rifle at a shooting range.
- 81% train on a 100 m range using a rifle.
- 46% train on a 200 m range using a rifle.
- 16% train on a 300 m range using a rifle.
- 20% train field shooting using a rifle.

## Hunting safety

- 89% wear signal colours.
- 50% wear ear defenders.
- 15% use hearing protection ear plugs.
- 18% wear safety/shooting glasses.



## Jæger members' magazine

- 80% use Jæger when they seek knowledge about hunting, game and nature.
- 58% of ALL hunters in Denmark use Jæger as their primary source of hunting information\*.
- 80% read the advertisements in Jæger.
- 64% have made purchases based on the advertisements.
- 62% see Jæger as an important factor in maintaining their membership.
- 73% are satisfied with Jæger.
- 67% read all releases of Jæger over a year.
- 79% prefer to read the printed magazine Jæger.

## The Danish Hunters' Association digital media

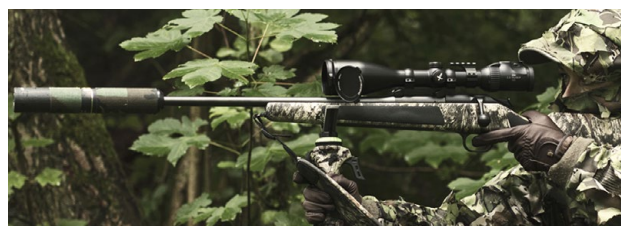
- 63% of ALL hunters in Denmark use jægerforbundet.dk as their primary source of information on hunting law and regulations\*.
- 56% are satisfied with jægerforbundet.dk.
- 56% are satisfied with the Jæger App.

## Hunting abroad

- 67% Hunt in Sweden.
- 41% Hunt in Polen.
- 33% Hunt in Germany.
- 17% Others countries.
- 12% Hunt in Scotland.
- 9% Hunt in England.
- 7% Hunt in Norway.

## Vehicles

- 65% drive a normal car when they go hunting.
- 23% drive in a 4-wheel drive when they go hunting.
- 72% expect to spend up to DKK 300,000 next time they buy a vehicle.



\*) The Danish Environmental Protection Agency's survey from autumn 2020 prepared by Seismonaut

# Danish Hunters' Association media

## Print

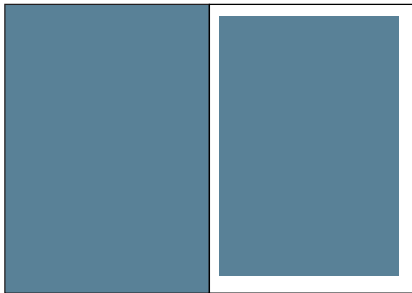
| The magazine Jæger  | Advertising in Jæger  |         |  |
|---|---|---------|--|
| <p>Jæger magazine is the members' magazine for the Danish Hunters' Association, published 9 times a year. With over 127.000 readers*, Jæger is unrivalled as the largest hunting magazine in Denmark and a great medium for reaching a readership with strong buying power.</p> <p>The magazine deals with current topics related to hunting, the outdoors and game management - supplemented with pages on gear, weapons, the environment, dogs, cooking and eating game, travel destinations and much more.</p> <p>Jæger is distributed with PostNord. PostNord has the right to use up to 5 working days for delivery across the country - depending on the geographical location.</p> | <p>In Jæger magazine you can advertise via text page ads or classified ads. The classifieds are at the back of the magazine.</p> <tr> <th data-bbox="863 656 1465 732">Inserts</th> <td data-bbox="863 732 1465 1133"> <p>Since Jæger magazine is distributed in plastic wrap, inserts offer a unique opportunity to make direct contact with potential customers and extend the lifespan of your messages.</p> <p>You can distribute an insert in all issues, or have it segmented geographically based on your target group (e.g. North Zealand or Southern Jutland).</p> </td> </tr> | Inserts | <p>Since Jæger magazine is distributed in plastic wrap, inserts offer a unique opportunity to make direct contact with potential customers and extend the lifespan of your messages.</p> <p>You can distribute an insert in all issues, or have it segmented geographically based on your target group (e.g. North Zealand or Southern Jutland).</p> |
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## Digital

| Jægerforbundet.dk   | Email newsletter   |     |   |
|---|--|-----|---|
| <p>The website of the Danish Hunters' Association is a popular website with information, inspiration and know-how for Danish hunters. Here you will find all news on hunting in Denmark, expert knowledge and details of courses and events. The website target group is hunters and other people with an interest in game and the outdoors.</p> <p>The website is visited by around 70.000 users every month, and has more than 300.000 page views.</p> <p>Advertisers can get exposure on the Association's website via banner advertising. We have three different banner positions - top, bottom and side banners. All banner ads rotate between the three positions and evenly distribute the number of views available. There is an average of 50-70.000 views per month for each advertiser.</p> | <p>Each week, the Danish Hunters' Association sends out a newsletter to around 17.500 Danish hunters who subscribe to it. The newsletter arrives directly in their inbox, and contains news from our website and a banner advertisement position.</p> <tr> <th data-bbox="863 1615 1465 1691">App</th> <td data-bbox="863 1691 1465 2067"> <p>Danish Hunters' Associations App, Jæger, is the digital companion for Danish hunters. In the App, we have collected many functions that are relevant for hunters. So far, the App has been downloaded more than 50.000 times. The App's functions includes weather forecast with sunrise/sunset, local and national hunting times, personal hunting journal and online editions of Jæger magazine.</p> </td> </tr> | App | <p>Danish Hunters' Associations App, Jæger, is the digital companion for Danish hunters. In the App, we have collected many functions that are relevant for hunters. So far, the App has been downloaded more than 50.000 times. The App's functions includes weather forecast with sunrise/sunset, local and national hunting times, personal hunting journal and online editions of Jæger magazine.</p> |
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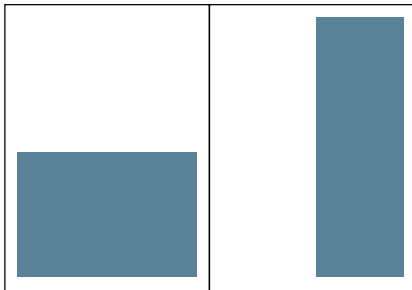
\*) According to the Association of Danish Media's publishing monitoring

# AD FORMATS and PRICES as of 1. January 2024

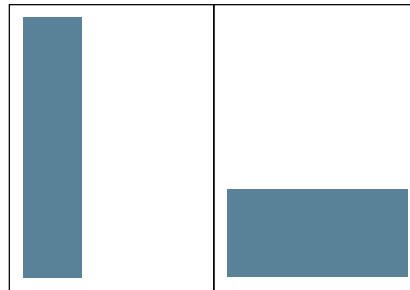


1/1 page, bleed 210 x 297 mm\*\*  
1/1 page 184 x 268 mm  
**DKK 33.800**  
\*\*) + 5 mm trim\*

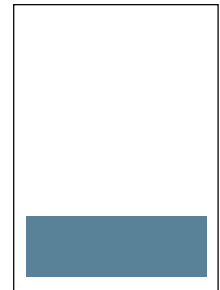
Jæger is printed  
in 72.000 copies



1/2 page, horizontal 184 x 130 mm  
1/2 page, vertical 90 x 268 mm  
**DKK 17.000**



1/3 page, vertical 60 x 268 mm  
1/3 page, horizontal 184 x 90 mm  
**DKK 11.600**



1/4 page, horizontal 184 x 62 mm  
**DKK 9.000**

## Classified ads:

Column width 43 mm – Price per mm **DKK 24,00**

9 advertisements in a row **20 % discount**  
6 advertisements in a row **15 % discount**  
3 advertisements in a row **10 % discount**

## Layout af ads:

|                                 |                  |
|---------------------------------|------------------|
| Full page, incl. 3 proofs       | <b>DKK 2.000</b> |
| Half page, incl. 3 proofs       | <b>DKK 800</b>   |
| Third of a page, incl. 2 proofs | <b>DKK 500</b>   |
| 1/4 page inkl. 2 x proofs       | <b>DKK 350</b>   |

## Surcharge for special position adverts:

|         |                  |                 |                  |              |                  |
|---------|------------------|-----------------|------------------|--------------|------------------|
| Page 5  | <b>DKK 2.000</b> | Spread 18-19    | <b>DKK 2.000</b> | 2. last page | <b>DKK 2.000</b> |
| Page 11 | <b>DKK 1.500</b> | 1/2 page 21     | <b>DKK 750</b>   | Back page    | <b>DKK 3.000</b> |
| Page 15 | <b>DKK 1.500</b> | The theme pages | <b>DKK 1.000</b> |              |                  |

Prices are exclusive of VAT

**Ad material:** ready-to-print PDF  
with min. 300 dpi images – CMYK

## TERMS OF PAYMENT

Payment terms: 30 days net  
Foreign customers: prepayment  
SWIFT: JYBADKKK KONTO 7854 1504250  
IBAN: DK3378540001504250

Sales Manager  
**Synnøve Fuursted**  
Tel. +45 81 88 05 79  
sfu@jaegerne.dk



# Deadlines and releases

PUBLICATION SCHEDULE and COPY DATES for the magazine Jæger in 2024

|                  |            |          |           |           |          |          |          |          |          |            |
|------------------|------------|----------|-----------|-----------|----------|----------|----------|----------|----------|------------|
| Jæger no.        | 1          | 2        | 3         | 4         | 5        | 6        | 7        | 8        | 9        | 1 / 2025   |
| Releases *       | 2. January | 12. Feb. | 21. March | 29. April | 10. June | 29. July | 2. Sept. | 14. Oct. | 25. Nov. | 8. January |
| <b>Adverts:</b>  |            |          |           |           |          |          |          |          |          |            |
| Reservation      | 22/11      | 8/1      | 15/2      | 15/3      | 29/4     | 20/6     | 30/7     | 9/9      | 21/10    | 26/11      |
| Submission (PDF) | 5/12       | 22/1     | 28/2      | 9/4       | 14/5     | 4/7      | 12/8     | 23/9     | 4/11     | 9/12       |
| Classified ads   | 6/12       | 23/1     | 29/2      | 9/4       | 15/5     | 5/7      | 13/8     | 24/9     | 5/11     | 10/12      |

\*) by PostNord at this date

## Annual agreement

Obtain significant discounts with an annual agreement

### New Bizz A

|                              |                         |
|------------------------------|-------------------------|
| 1/2 page<br>100.000<br>views | DKK 17.000<br>DKK 2.700 |
| <b>Total</b>                 | <b>DKK 19.700</b>       |

### New Bizz B

|                                  |                         |
|----------------------------------|-------------------------|
| 2 x 1/4 page<br>100.000<br>views | DKK 18.000<br>DKK 2.700 |
| <b>Total</b>                     | <b>DKK 20.700</b>       |

### New Bizz A or B

|             |            |
|-------------|------------|
| Free choice | DKK 17.000 |
|-------------|------------|

### AGREEMENT 2

Advertise for at least  
DKK 50.000-99.999  
and obtain the following prices:

|          |            |
|----------|------------|
| 1/1 page | DKK 23.500 |
| 1/2 page | DKK 12.000 |
| 1/3 page | DKK 8.100  |
| 1/4 page | DKK 6.400  |

### AGREEMENT 3

Advertise for at least  
DKK 100.000-149.999  
and obtain the following prices:

|          |            |
|----------|------------|
| 1/1 page | DKK 22.000 |
| 1/2 page | DKK 11.500 |
| 1/3 page | DKK 7.700  |
| 1/4 page | DKK 5.900  |

### AGREEMENT 4

Advertise for at least  
DKK kr. 150.000-199.999  
and obtain the following prices:

|          |            |
|----------|------------|
| 1/1 page | DKK 20.300 |
| 1/2 page | DKK 10.300 |
| 1/3 page | DKK 7.200  |
| 1/4 page | DKK 5.600  |

### AGREEMENT 5

Advertise for at least  
DKK 200.000-299.999  
and obtain the following prices:

|          |            |
|----------|------------|
| 1/1 page | DKK 18.600 |
| 1/2 page | DKK 9.400  |
| 1/3 page | DKK 6.600  |
| 1/4 page | DKK 5.200  |

### AGREEMENT 6

Advertise for at least  
DKK 300.000-399.999  
and obtain the following prices:

|          |            |
|----------|------------|
| 1/1 page | DKK 16.900 |
| 1/2 page | DKK 8.500  |
| 1/3 page | DKK 6.000  |
| 1/4 page | DKK 4.800  |

### AGREEMENT 1

Advertise for at least  
DKK 30.000-49.999  
and obtain the following prices:

|          |            |
|----------|------------|
| 1/1 page | DKK 28.700 |
| 1/2 page | DKK 14.500 |
| 1/3 page | DKK 9.800  |
| 1/4 page | DKK 7.600  |

### AGREEMENT 7

Advertise for at least  
DKK 400.000  
and obtain the following prices:

|          |            |
|----------|------------|
| 1/1 page | DKK 15.200 |
| 1/2 page | DKK 7.700  |
| 1/3 page | DKK 5.500  |
| 1/4 page | DKK 4.300  |

Prices are exclusive of VAT.

# Insertions in the magazine *Jæger*

Select the entire edition or have it geographically segmented based on your target group.

As the *Jæger* magazine is distributed in plastic wrap, an insertion offers a unique opportunity to make direct contact with potential customers and extend the lifespan of your messages.

## Inserts for the entire distribution, per insert

- Insertions 0-10 g DKK 0,50
- Insertions 11-20 g DKK 0,75
- Insertions 21-30 g DKK 1,25
- Insertions 31-50 g DKK 1,50
- Insertions 51-100 g DKK 1,75

## Inserts, segmented, per insert

- Insertions 0-10 g DKK 0,60
- Insertions 11-20 g DKK 0,85
- Insertions 21-30 g DKK 1,35
- Insertions 31-50 g DKK 1,60
- Insertions 51-100 g DKK 1,85

The entire publishing (all districts – 72.000 copies)



**Jaguar gruppen**

(49 g)  
DKK 108.000



**TSS Travel**

(28 g)  
DKK 90.000



**Jaguar gruppen**

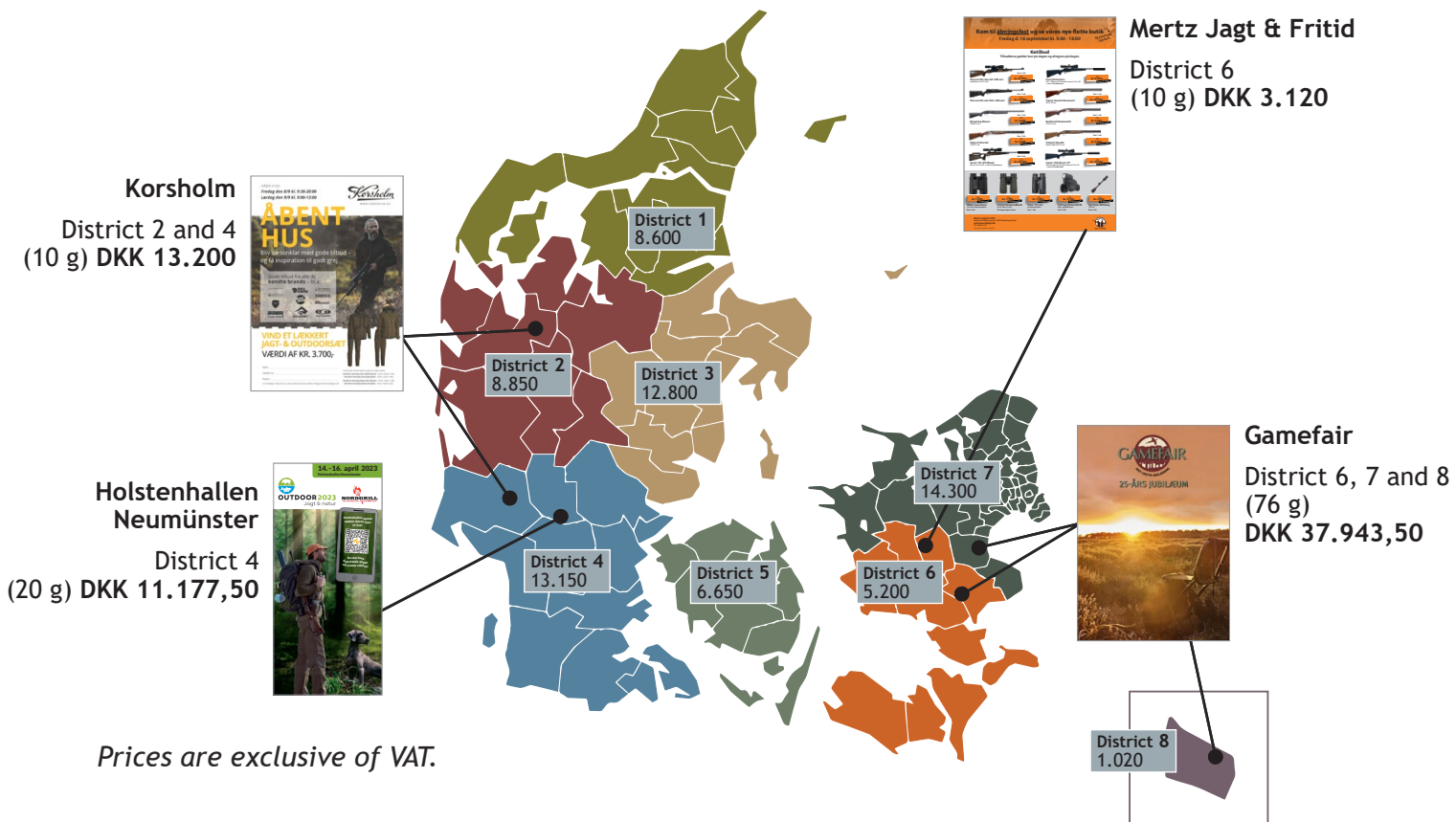
(25 g)  
DKK 90.000



**Tryg**

(10 g)  
DKK 36.000

The map shows the number of households that receive *Jæger* in the individual districts as of 1. November 2023



# Banners and newsmails

The website of the Danish Hunters' Association is a popular website with information, inspiration and know-how for Danish hunters. Here you will find everything relevant for Danish hunters, expert knowledge as well as details of courses and events. However, many other people who are interested in game and the countryside also visit our website.

The website is visited by approx. 70.000 unique users every month, and has more than 300.000 page views.

## PRICES for BANNERS (positioning A, B and C - all three positions, rotating)

|               |            |
|---------------|------------|
| 100.000 views | DKK 2.700  |
| 300.000 views | DKK 7.400  |
| 500.000 views | DKK 11.900 |



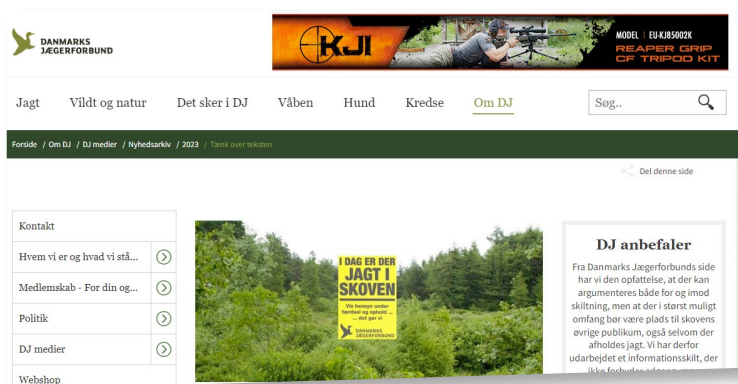
Top banner A  
728 x 90 pixels



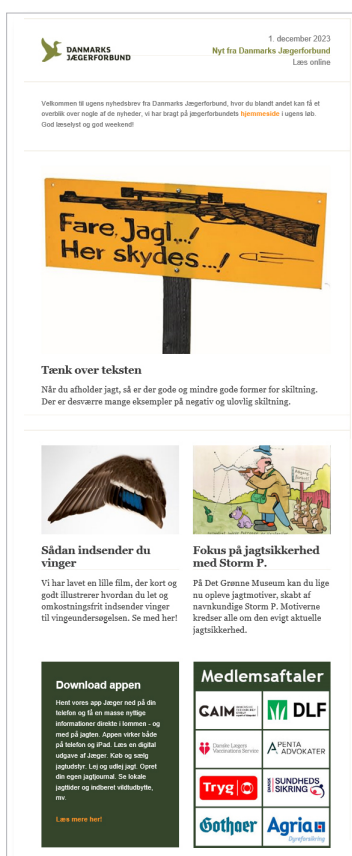
Bottom banner B  
300 x 250 pixels



Side banner C  
160 x 600 pixels



**Material:** jpg- or gif-file. **Banner layout:** 3 banners, DKK 500, incl. 2 correction rounds.



Each week, the Danish Hunters Association sends out an emailed **newsletter** to the Danish hunters who subscribe to it.

It contains news from our website and has advertising space on the right hand side.

In October 2023 there were over 17.500 subscribers to the newsletter. This figure is rising, and 55-65% of recipients open the email each week and read the contents. 20% of them click on a link.

Price per recipient: **DKK 0,50**

**Material:** jpg - 285 x 387 pixels.

*Prices are exclusive of VAT.*



# Advertiser codex

The Danish Hunters' Association (DHA) offers advertisers a strong media platform consisting of *Jæger* magazine, [www.jaegerforbundet.dk](http://www.jaegerforbundet.dk) and newsletters.

Our advertisers are important to us, and we therefore adhere to strict standards in our behaviour and in our media. We do this to ensure that our advertisers experience great positive value from our partnership, and an open and friendly dialogue with DHA based on mutual trust and confidence that we deliver on our promises.

## Guidelines

The Danish Hunters' Association is keen to partner with anyone who wants to promote the hunting cause and support DHA's mission and vision. We therefore publish advertisements and inserts targeting Danish hunters and other outdoor enthusiasts who read our media.

Advertisements in DHA's media must comply with applicable law. The advertiser is responsible for ensuring that the content of their advertisement observes all applicable rules.

If DHA becomes aware that the content of an advertisement or insert is in breach of Danish law or hunting ethics, DHA may reject the advertisement without notice, but will often engage in prior dialogue about the ad content with the advertiser.

DHA is politically neutral and does not publish advertisements or inserts from political parties.

DHA reserves the right to reject advertisements that the association does not wish to publish without further justification.

## Prices

Since we treat all advertisers alike, we do not make exceptions from the prices and discount options shown in the price list. This applies irrespective of who the advertiser is.

## Production of advertisements

We are happy to help produce advertisements for DHA's media, subject to a fee. DHA retains the copyright for the material produced. Copies of the finished material will be supplied at no charge for the advertiser's own use. Advertisements produced by DHA must not be placed in other media without prior agreement.

## Advertisement deadline

Advertisements must be received by DHA before the set deadlines. If the deadline is exceeded, we reserve the right to charge an administration fee of DKK 500 per advertisement.

## Cancellation after the booking deadline

Ads cancelled after the order deadline will be invoiced at 50% of the full price.

## Ads resembling text

Any material that we deem could be confused with edi-

torial material must carry a headline stating 'ANNONCE' (advertisement) at the top in at least 12 point font size. *Jæger*'s preferred typography and layout must not be used when formatting text and layout.

The material must also be submitted to DHA for approval before the deadline.

## Errors and claims

In the event of any error which the advertiser is not responsible for, we will refund an amount we deem to be in proportion to the impact on the message, but never exceeding the cost of the advertisement.

Error notifications and claims must be received by us within 14 days after publication. We disclaim liability to pay compensation for incorrect publication, delays, failure to publish, stopping booked advertisements, or any consequences of such errors.

## Online advertising

The good experience our readers enjoy through our media is the foundation for our business. We go to great lengths to remain worthy of the trust our readers have in us. In an advertising market increasingly characterised by the use of data, DHA strives to give our advertisers access to a transparent, high-quality advertising system. DHA offers online advertising at [www.jaegerforbundet.dk](http://www.jaegerforbundet.dk) and in the *Nyt fra Danmarks Jægerforbund* (news from the Danish Hunters' Association) newsletter.

All content on the website and in the newsletters is prepared and/or approved by DHA employees.

The same applies when an advertiser decide to publish an online campaign in our media.

Advertising campaigns in DHA's media may only be ordered by contacting DHA's advertising department, and the department arranges publication in our online media. This means that all advertisements are first-party products with full information about who the advertiser is.

Since we want to deliver high quality in every exposure, we measure the effect of your advertisements using recognised third-party products. This is your guarantee that you actually receive the number of views you have paid for.

## Data collection

DHA has set a clear framework for ensuring data protection and transparency in relation to data collection.

We have comprehensive privacy policies and consent forms to ensure that our users are always fully informed on what data is collected about them, what it is used for, and by whom. We also establish data processing and data sharing agreements with all parties who collect data via our sites, to ensure that they undertake to inform us about these factors, so that we can in turn inform our users in detail.

# Main Board



**DISTRICT 1**  
 Vice chairman  
 Leif Brandt Bach  
 Mobile: +45 40 28 83 97  
*lba@jaegerne.dk*  
 Chm. Organisation committee



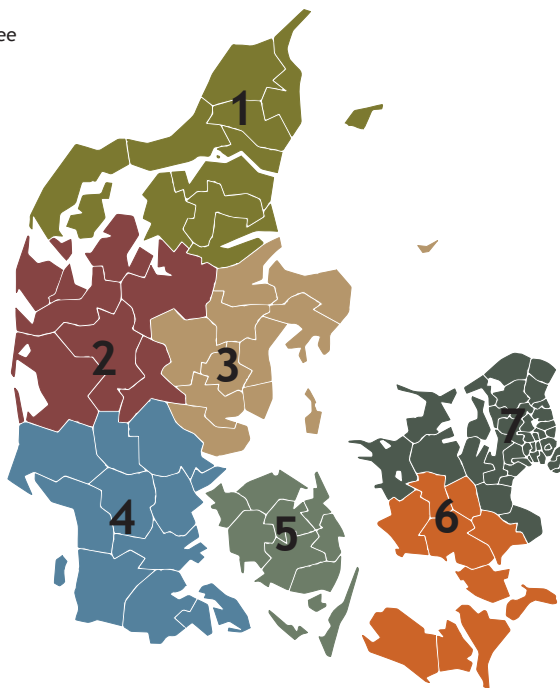
**CHAIRMAN**  
 Claus Lind Christensen  
 Tel.: +45 88 88 75 12  
 Mobile: +45 27 80 28 55  
*clc@jaegerne.dk*  
 Chm. Swiss dog committee



**DISTRICT 8**  
 Henrik Frost Rasmussen  
 Mobile: +45 21 26 09 31  
*hfr@jaegerne.dk*  
 Chm. Statutes committee  
 CIC



**DISTRICT 2**  
 Lars Jensen  
 Mobile: +45 21 53 23 41  
*lje@jaegerne.dk*



**DISTRICT 7**  
 Marie-Louise Achton-Lyng  
 Mobile: +45 27 57 28 22  
*mma@jaegerne.dk*  
 Chm. Weapons committee



**DISTRICT 3**  
 Torben Schulz Jensen  
 Mobile: +45 40 54 23 73  
*tsj@jaegerne.dk*  
 Chm. Deer committee



**DISTRICT 4**  
 Jens Venø Kjellerup  
 Mobile: +45 24 22 95 44  
*jvk@jaegerne.dk*  
 Chm. Small game committee



**DISTRICT 5**  
 Lars Udengaard  
 Mobile: +45 26 66 91 93  
*lau@jaegerne.dk*



**DISTRICT 6**  
 Christian Clausen  
 Mobile: +45 24 25 48 50  
*chc@jaegerne.dk*  
 Chm. Migratory bird committee

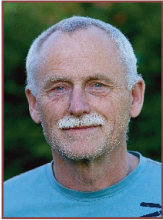
Contact information for other committee chairmen, district chairmen and representatives can be found on [jaegerforbundet.dk](http://jaegerforbundet.dk)

# Local editors



## DISTRICT 1

**Mette Marquardsen**  
9800 Hjørring · Tel. +45 40 17 74 07 · [lok nord@jaegerweb.dk](mailto:lok nord@jaegerweb.dk)  
Brønderslev, Frederikshavn, Hjørring, Jammerbugt, Læsø, Mariagerfjord, Morsø, Rebild, Thisted, Vesthimmerland og Aalborg kommuner.



## DISTRICT 2 DISTRICT 3

**Troels Romby Larsen**  
7323 Give · Tel. +45 20 97 53 38 · [lok midt@jaegerweb.dk](mailto:lok midt@jaegerweb.dk)  
Herning, Holstebro, Ikast-Brande, Lemvig, Ringkøbing-Skjern, Skive, Struer og Viborg kommuner.  
Favrskov, Hedensted, Horsens, Norddjurs, Odder, Randers, Samsø, Silkeborg, Skanderborg, Syddjurs og Århus kommuner.



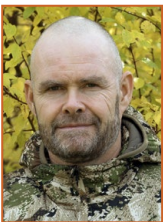
## DISTRICT 4

**Hans Kristensen**  
6270 Tønder · Tel. +45 21 47 87 49  
[loksyd@jaegerweb.dk](mailto:loksyd@jaegerweb.dk)  
Billund, Esbjerg, Fanø, Fredericia, Haderslev, Kolding, Varde, Vejen, Vejle, Sønderborg, Tønder og Aabenraa kommuner.



## DISTRICT 5

**Nils Holger Ellekilde**  
5240 Odense NØ · Tel. +45 29 16 60 09  
[lokfyn@jaegerweb.dk](mailto:lokfyn@jaegerweb.dk)  
Assens, Faaborg-Midtfyn, Kerteminde, Langeland, Middelfart, Nordfyn, Nyborg, Odense, Svendborg og Ærø kommuner.



## DISTRICT 6

**Thomas Lindy Nissen**  
4750 Lundby · Tel. +45 31 56 46 82  
[lokvest@jaegerweb.dk](mailto:lokvest@jaegerweb.dk)  
Faxe, Guldborgsund, Lolland, Næstved, Ringsted, Slagelse, Sorø og Vordingborg kommuner.



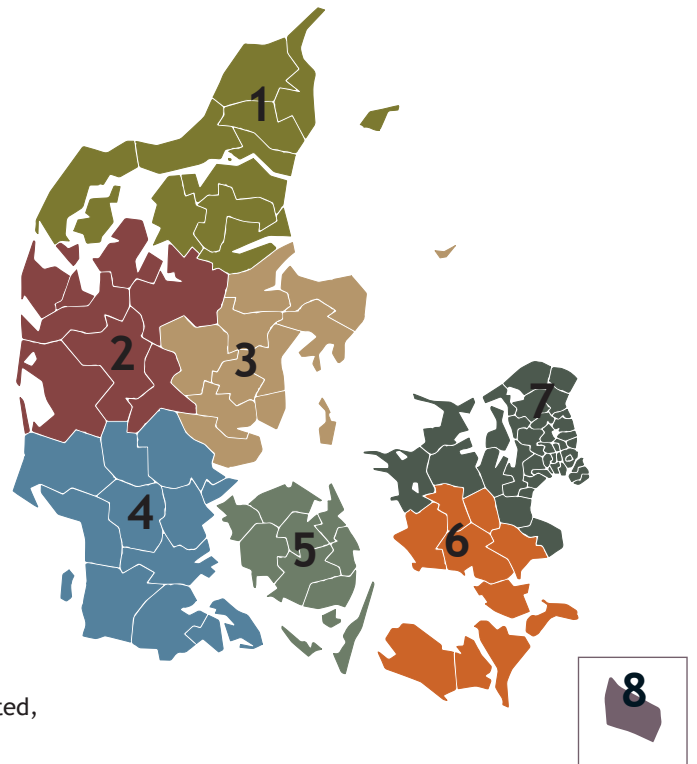
## DISTRICT 7

**Johannes Bojesen**  
2100 København Ø · Tel. +45 27 57 54 19 · [lokost@jaegerweb.dk](mailto:lokost@jaegerweb.dk)  
Allerød, Ballerup, Dragør, Egedal, Fredensborg, Frederikssund, Frederiksværk-Hundested, Furesø, Greve, Gribskov, Halsnæs, Helsingør, Hillerød, Holbæk, Hvidovre, Høje-Taastrup, Hørsholm, Kalundborg, København, Køge, Lejre, Lyngby-Taarbæk, Odsherred, Roskilde, Rudersdal, Rødovre, Solrød, Stevn og Tårnby kommuner.



## DISTRICT 8

**Bjarne Pedersen**  
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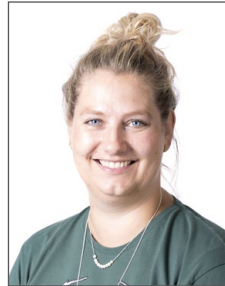
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