

The largest equestrian magazine in Sweden

Distribution **129 488 ex** ENLIGHTS

Publication frequency **4 issues per year**

This is Häst & Ryttare

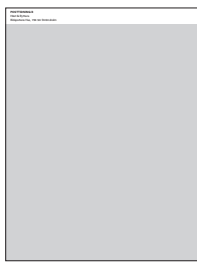
Häst&Ryttare is Sweden's largest horse magazine and membership magazine of Swedish Equestrian Federation - the official association for equestrian sports, with more than 150,000 members.

The magazine focuses on news and articles about events in the Equestrian Federation such as the major public and television show jumping, dressage and field racing, as well as riding, aerobic, handicapped riding, distance rides, working equitation and gymkhana - and at all levels, from beginners to elite riders and national teams, and for both riding school pupils and those who have their own horse.

Häst&Ryttare writes from the world of about 850 riding clubs where children, young people and adults spend much of their free time. Approximately 50% of the riding clubs are riding schools where conducted around five million hours of riding.

Here is the seriousness of the latest safety rules for riding helmets, and here is fun as a picture report from a riding trip. And you will also find here expertise in horse riding and tips for horse training. So well met in the largest horse and equestrian magazine!

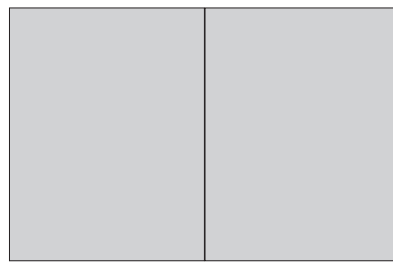
SOFIA JOHANSSON, Editor in chief



Back cover

Size: 210 x 240 mm
(+ 3 mm bleed)

27 000 sek



Double page spread

Size: 420 x 265 mm
(+ 3 mm bleed)

46 100 sek

Classified advertisement:

1/4-page: 8 150 sek

1/8-page: 4 900 sek

1/16-page: 2 950 sek

1/32-page: 1 800 sek

ADVERTISE IN Häst & Ryttare

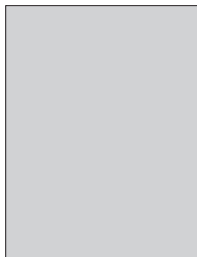
Häst & Ryttare is the official magazine for the Swedish Equestrian Federation.

VAT and advertising taxes are included. Requested position +10% to price

Inserts

Häst & Ryttare accepts inserts.

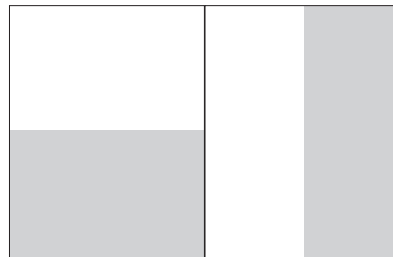
Max. size for insert: 210x265 mm Contact: philip@sb-media.se



1/1 page

210 x 265 mm
(+ 3 mm bleed)

24 150 sek

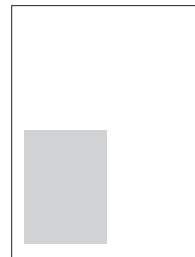


1/2-page

Alt1: Landscape 210 x 128 mm + 3 mm bleed
Alt2: Landscape 184 x 110 mm (no bleed)

Alt1: Portrait 100 x 265 mm + 3 mm bleed Alt2: Portrait 90 x 230 mm (no bleed)

14 850 sek



1/4-page

88 x 110 mm

10 200 sek

Material delivery

Materials must be submitted in print-ready PDF files (CMYK colors, res. 300 dpi, embedded fonts) to:

annons@sb-media.se

Ad production: 500 sek/45 min Contact us for an estimation of production time.

Ad bookings

Lars Öman

Phone: **+46 8 545 160 65**

E-mail: lars@sb-media.se



Publishing schedule 2023



Issue	Copy deadline	Publication day
1	26 February	23 March
2	6 May	8 June
3	19 August	21 September
4	28 October	30 November