

Advertising rates 2024



About Ridsport

Ridsport was founded in 1972 and is the most important media channel for active riders and breeders in Sweden. Our readers take horses seriously – they work with horses, they breed horses and most of them have their own farm.

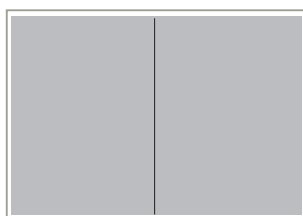
- › **21 issues** of the magazine every year.
- › **90%** of our readers own one or more horses.
- › **75%** who read Ridsport are women.
- › Most of our readers are between **16-24** and **45-54** years old.
- › We have **high credibility** among our readers.
- › Ridsport is sold in **stores** and via **subscriptions**. Also available as digital subscription.
- › You find Ridsport **online** at: www.tidningenridsport.se, Facebook and Instagram.

MAGAZINE

Advertise in Ridsport and get closer to the people who take horses seriously and loves the sport, breeding och horsemanship.



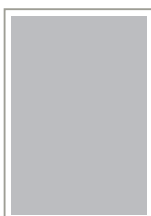
Ad sizes



Spread

460 x 300 mm + 5 mm bleed + crop marks

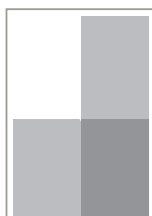
Price: 28 000 sek



Full page

230 x 300 mm + 5 mm bleed + crop marks

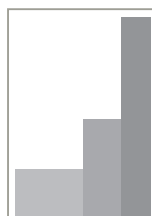
Price: 17 500 sek



Half page

Standing/vertical
230 x 148 + 5 mm bleed + crop marks
114 x 300 + 5 mm bleed + crop marks

Price: 10 000 sek



1/4-page

4-column x 62
203 x 62 mm

Price: 5 500 sek

2-column x 128
99 x 128 mm

Price: 5 500 sek

1-column x full high
47 x 285 mm

62 x 300 + 5 mm

Price: 5 000 sek



4-column x 29

203 x 29 mm

Price: 3 000 sek

3-column x 62

151 x 62 mm

Price: 3 700 sek



2-column x 62

99 x 62 mm

Price: 2 500 sek

1-column x 29

47 x 29 mm

Price: 500 sek

Insert - contact us for information and prices!

Publication 2024

Issue	Publication	Material	Theme
1*	18 January	11 January	
2	8 February	1 February	Education School
3 GHS	22 February	15 February	
4*	7 March	29 February	
5	28 March	21 March	Breeding extra
6	11 April	4 April	
7*	25 April	18 April	
8	10 May	30 April	
9*	23 May	16 May	Stable and yard
10	7 June	30 May	
11*	20 June	13 June	

Issue	Publication	Material	Theme
12 FHS	4 juli	27 juni	Summer extra
13	15 augusti	8 augusti	
14*	29 augusti	22 augusti	Feeding, bedding
15	12 september	5 september	
16*	26 september	19 september	
17	10 oktober	3 oktober	
18* JHS	24 oktober	17 oktober	
19	7 november	31 oktober	Safety
20*	28 november	21 november	
21	12 december	5 december	Winter extra

All prices are without taxes. Discount can be discussed for serial advertsing.

* Distributed to all riding schools.



Copy proof:

material@tidningenridsport.se

We will help you with a package that is optimal for your company in all channels.

Contact Jeanette Flensburg for more information and booking.
Phone +46-156-348 79, jeanette@tidningenridsport.se



STALLTORGET - good value!

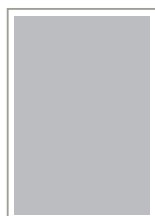
Ridsport magazine offers affordable advertising in ad blocks, for both small and large companies.

You will reach people that have a genuine interest in riding, breeding and working with horses.

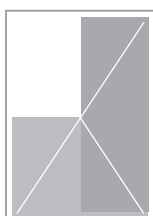
STALLTORGET
ads in block



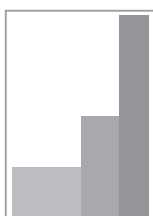
Ad sizes for Stalltorget.



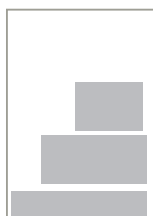
Full page
230 x 300 mm +
5 mm crop marks
Price: 8 000 sek



Half page
Horizontal:
203x128 mm
Vertical:
99 x 260 mm
Price: 4 800 sek



1/4-page
4-columns x 62
203x 62 mm
Price: 2 800 sek
2-columns x 128
99 x 128 mm
Price: 2 400 sek
1-spalt x 260
47 x 260 mm
Price: 2 000 sek



4-columns x 29
203 x 29 mm
Price: 1280 sek
3-columns x 62
151x 62 mm
Price: 2 400 sek
2-columns x 62
99 x 62 mm
Price: 1200 sek



2-columns x 29
99 x 29 mm
Price: 560 sek
1-columns x 62
99 x 62 mm
Price: 560 sek
1-columns x 29
47 x 29 mm
Price: 240 sek



Publication 2024

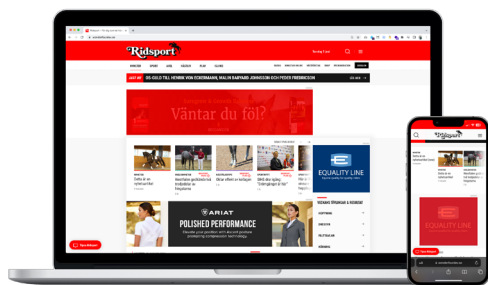
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DIGITAL advertising



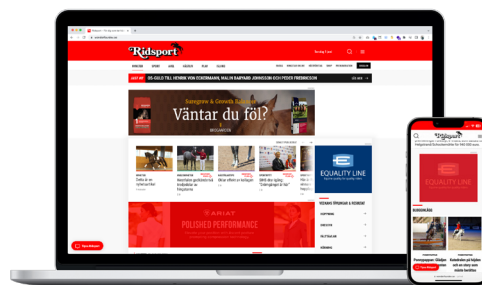
Premium

The best places with most shows. The readers stay long and you get exposed during a long time.

Size: 980 x 240, 300 x 250. Max 150 K.

Price: 7 500 sek/week (CPM 150)

(about 50 000 shows/week)



Medium

You will be placed on good places where the readers are on Ridsport. You will be exposed in right target ground in right content.

Size: 980 x 240, 300 x 250. Max 150 K.

Price: 5 500 sek/week (CPM 110)

(about 50 000 shows/week)



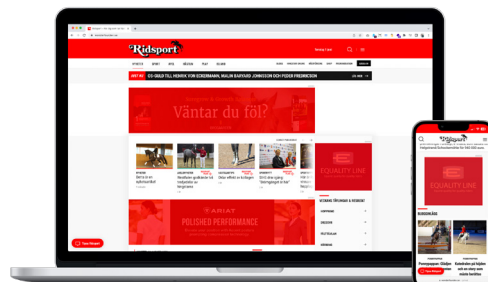
Run-of-site Premium

You will be exposed on all places around the sajt. We optimise you to the best places for your brand.

Size: 980 x 240, 300 x 250. Max 150 K.

Price: 7 000 sek/week (CPM 100)

(about 70 000 shows/week)



Run-of-site Medium

You will be shown on all places but with no booked place. We optimise you against the best places to give you the best shows.

Size: 980 x 240, 300 x 250. Max 150 K.

Price: 3 500 sek/week (CPM 100)

(about 35 000 shows/week)

Take Over

Our most attractive place.

Size: 1920 x 1080, 650 x 950. Max 150 K.

Price: 3 000 sek/day (CPM 300)

(about 10 000 shows/day)

Nativearticle

Your own article on tidningenridsport.se. Contact us for more information and price.

Newsletter

Stand alone – your own newsletter.

Price: 10.000 sek

Banner in Ridsports newsletter. Comes out once a week.

Size: 600 x 250

Price: 1.000 sek