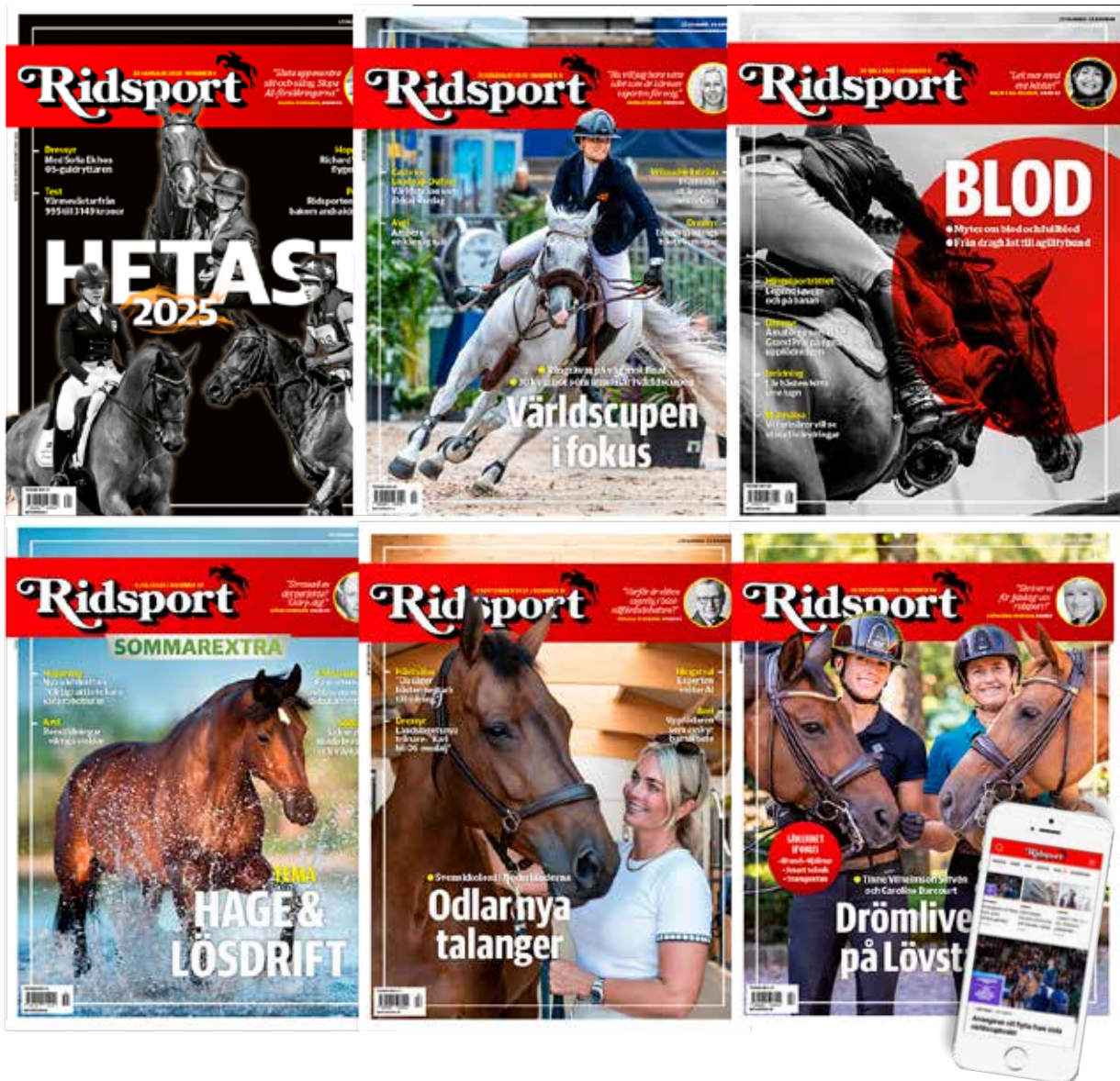


Ridsport

Advertising rates 2026



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.

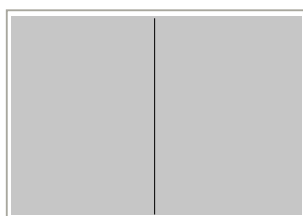
- **16 issues** of the magazine every year.
- **90%** of our readers own one or more horses.
- **75%** who read Ridsport are women.
- Most of our readers are between **16-24 and 45-54** years old.
- We have **high credibility** among our readers.
- Ridsport is sold in **stores** and by **subscriptions**.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

MAGAZINE

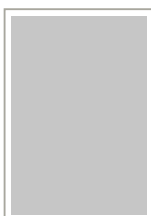
Advertise in Ridsport and get closer to the people who take horses seriously and loves the sport, breeding och horsemanship.



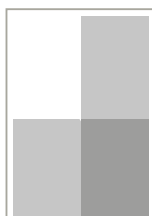
Ad sizes



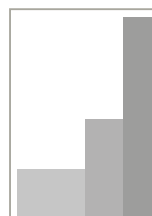
Spread
460 x 300 mm + 5 mm bleed + crop marks
Price: 22 000 sek



Full page
230 x 300 mm + 5 mm bleed + crop marks
Price: 15 000 sek



Half page
Horizontal/vertical
230 x 148 + 5 mm bleed + crop marks
114 x 300 + 5 mm bleed + crop marks
Price: 8 000 sek



1/4-page
4-columns x 62
203 x 62 mm
Price: 5 000 sek
2-columns x 128
99 x 128 mm
Price: 5 000 sek
1-column x full high
47 x 285 mm
62 x 300 + 5 mm
Price: 4 500 sek



4-columns x 29
203 x 29 mm
Price: 2 500 sek
3-columns x 62
151 x 62 mm
Price: 3 200 sek



2-columns x 62
99 x 62 mm
Price: 2 000 sek
1-column x 29
47 x 29 mm
Price: 400 sek

Insert - contact us for information and prices!

Publication 2026

Issue	Publication	Material	Theme
1*	23 January	14 January	
2	20 February	11 February	
3*	13 March	4 March	
4	2 April	24 March	Breeding extra
5	24 April	15 April	
6	15 May	5 May	
7*	29 May	20 May	
8	18 June	9 June	

Issue	Publication	Material	Theme
9	3 July	24 June	Summerextra
10*	14 August	5 August	
11	4 september	26 August	
12*	25 September	16 September	
13	16 October	7 October	
14*	6 November	28 october	
15	27 November	18 November	
16	18 December	9 December	Winterextra



Copy proof:
material@tidningenridsport.se

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

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

* Distributed to all riding schools.

Kontakta Jeanette Flensburg för mer information och bokning.
Telefon 0156-348 79, jeanette@tidningenridsport.se

Ridsport

STABLE SQUARE - good value!

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

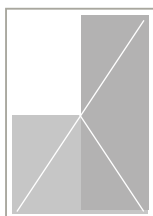
You will reach people that have a genuine interest in riding, breeding and working with horses.



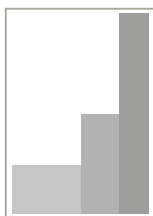
Ad sizes for Stalltorget.



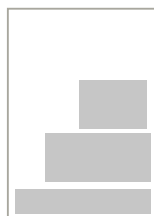
Full page
230 x 300 mm +
5 mm utfall
Price: 6 500 sek



Halfpage
Horizontal:
203x128 mm
Vertical:
99 x 260 mm
Price: 4 000 sek



1/4-page
4-columns x 62
203x 62 mm
Price: 2 500 sek
2-columns x 128
99 x 128 mm
Price: 2 000 sek
1-column x 260
47 x 260 mm
Price: 1 500 sek



4-columns x 29
203 x 29 mm
Price: 1 000 sek
3-columns x 62
151x 62 mm
Price: 2 000 sek
2-columns t x 62
99 x 62 mm
Price: 1 000 sek



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

Booking

**Jeanette
Flensburg**
+46-156-348 79
nettan@tidningenridsport.se

STABLE SQUARE
ads in block



Publication 2026

Issue	Publication	Material	Theme
1*	23 January	14 January	
2	20 February	11 February	
3*	13 March	4 March	
4	2 April	24 March	Breeding extra
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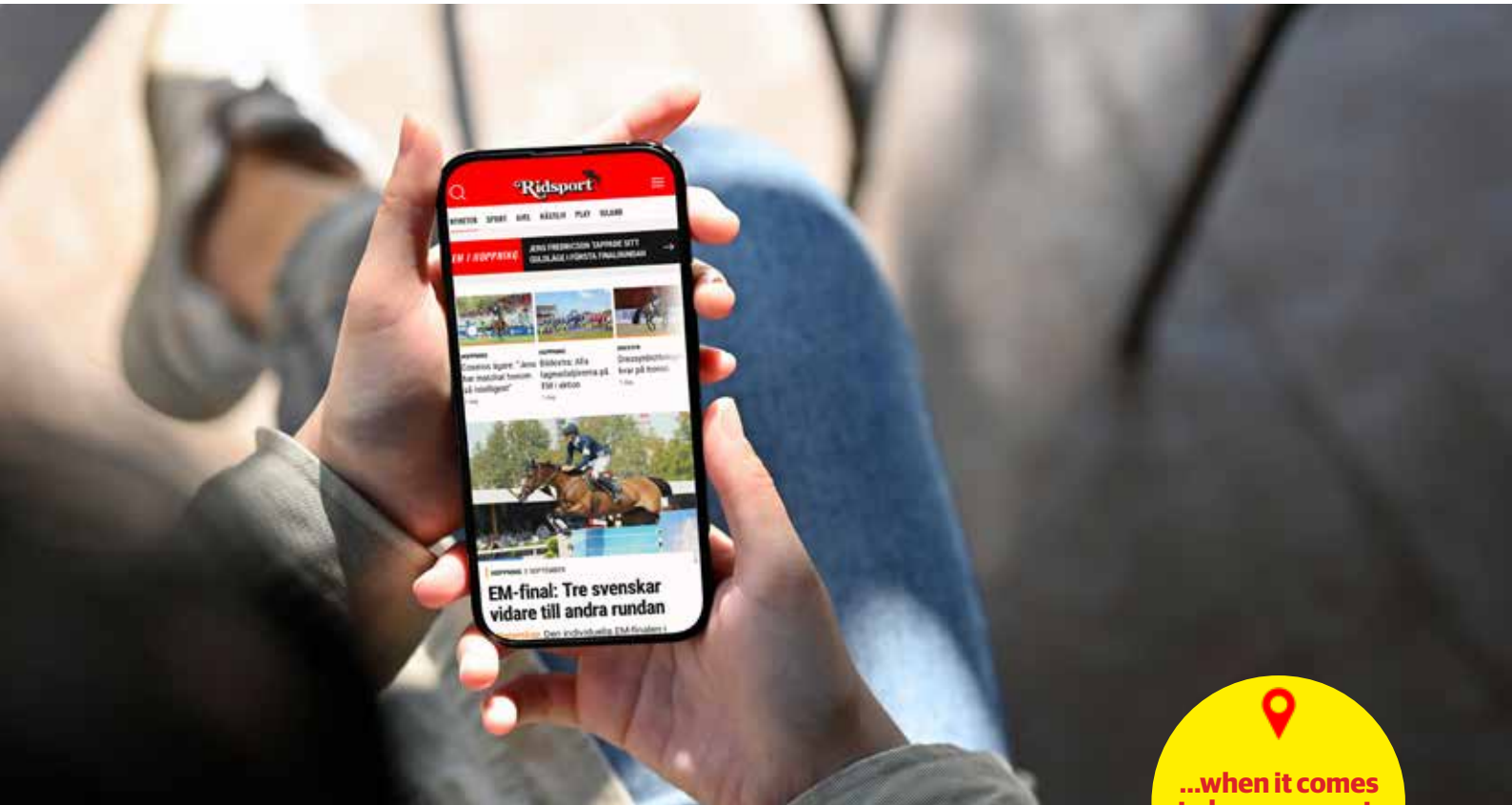
Issue	Publication	Material	Theme
9	3 July	24 June	Summerextra
10*	14 August	5 August	
11	4 september	26 August	
12*	25 September	16 September	
13	16 October	7 October	
14*	6 November	28 October	
15	27 November	18 November	
16	18 December	9 December	Winterextra

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

* Distributed to all riding schools.

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

Ridsport



Digital advertising

➔ Target

- With our wide readership in sports and breeding, your advertisement reaches the right target audience.
- Those who work with horses, are breeders, have their own farm, or take their riding and horse care very seriously.

➔ About Ridsport

- Ridsport was founded in 1972 and is the leading channel in the equestrian world. News, sports, breeding, debates, and equestrian life can be found on our website, tidningenridsport.se, with around 1.3 million page views per month.
- 90% of our readers own one or more horses, or are foster owners.
- 75% of our readers are women.
- The largest audience is within the age groups 16-24 and 45-54 years old.
- Ridsport has high credibility.
- A purchasing power audience that prioritizes their interests.
- Ridsport's print magazine is published 18 times a year.

➔ Visibility

- Whether you want to advertise products and services or promote your brand, you can choose from digital banners, native articles, newsletters, or podcasts. Or why not a bit of everything?

➔ Consultation

- At Ridsport, we have years of experience in marketing, as well as in horses and equestrian sports. Throughout the entire process, we assist you with everything from content creation, production, and publishing to follow-up. Whether it's a single ad or a larger package.

Digital banners



Premium

The best places on desktop and mobile. 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. 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: 5 000 sek/week (CPM 100)

(about 50 000 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. Takes over desktop and mobile on the top.

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

Price: 2 500 sek/day

Native articles

For people
who takes horses
seriously.

Would you like your company to be seen a little extra? We have many solutions for your brand to be exposed.

Native-articles

Put your companys products in right coincidents.
A nativeartikel is one of the most effective ways to build your brand.

Price: 7.000 sek/artikel.



Newsletter

Stand alone - your own newsletter
Tell or subscribers about your product with a newsletter.

2 000 letters and 1-2 pictures.

Price: 10 000 sek

or book a **Banner** i Ridsports newsletter.

Size: 600 x 250 pixlar.

Price: 1 000 sek

Production

Contact us for produktion or ideas. We will lissen and give you some feedback.

Dear Customer,

Please don't hesitate to get in touch so we can discuss new opportunities for 2026.

I'll be happy to help you create a great package that gives your products the best possible visibility.

Best regards

Jeanette Flensburg