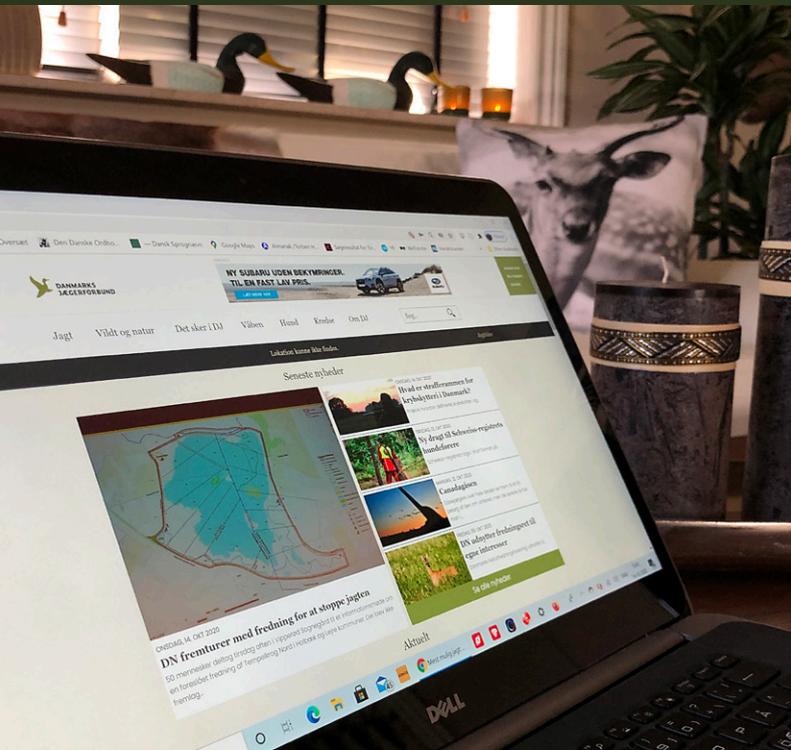


# Hunting and nature marketing Denmark



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

MEDIA INFORMATION / PRICE LIST 2021



**DANMARKS  
JÆGERFORBUND**  
Molsvej 34 • 8410 Rønde

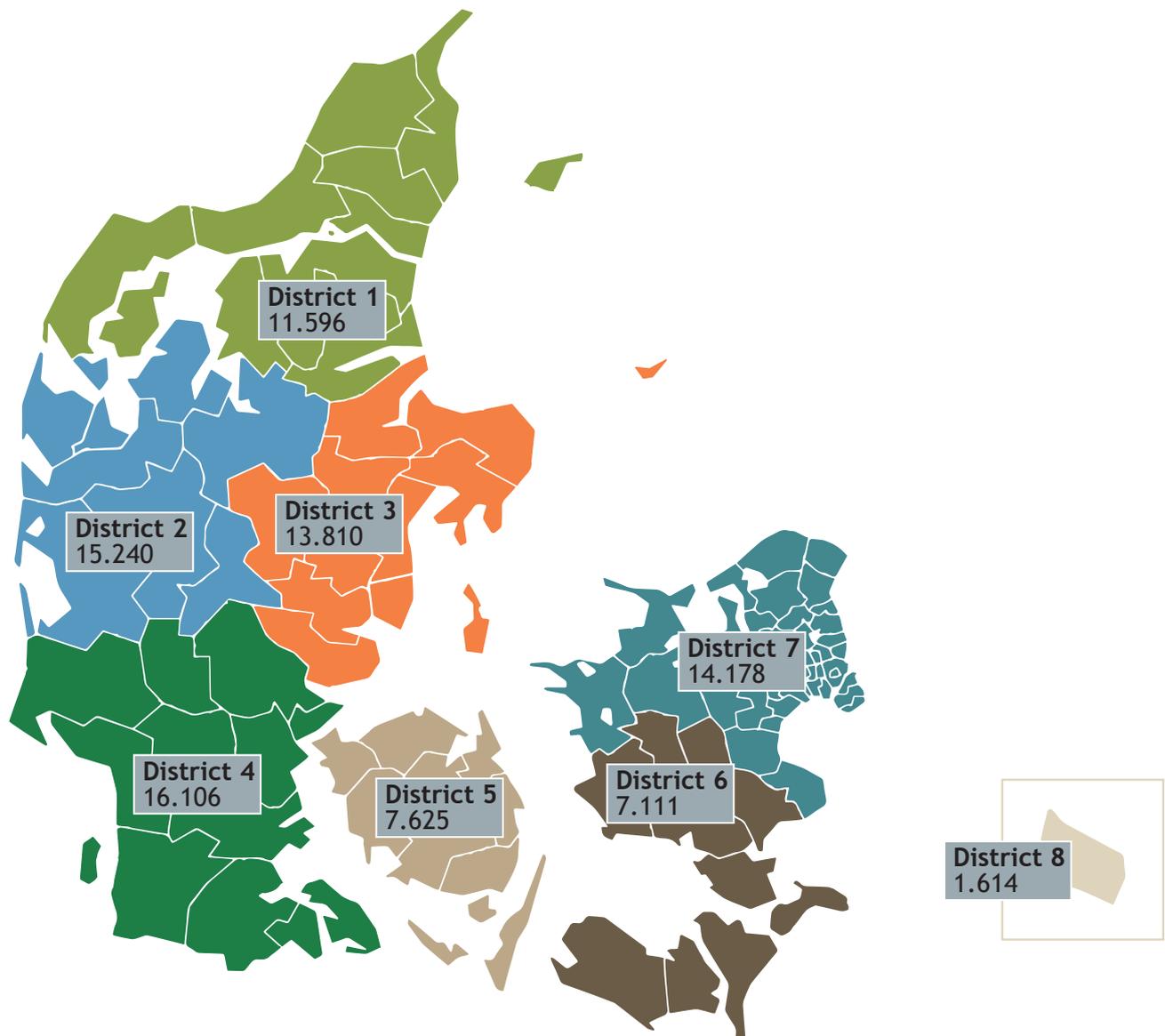
# The Danish Hunters' Association

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

With 883 local hunting associations and 87.280 members, the Danish Hunters' Association is one of the biggest green organisations in Denmark by far.

We represent the interests of Danish hunters through campaigning for the greatest possible opportunities for hunting and access to the countryside.

The map shows membership in the districts as at October 1, 2020.



Direct members 1.746

# Membership surveys



## Hunting

- 85% are 41 or older.
- 69% hunt more than 10 times per season.
- 31% hunt up to 10 times per season.
- 55% go on hunting trips abroad.
- 79% spend up to DKK 25,000 per year on hunting.

## Forms of hunting

- 86% go shotgun hunting for small game and roe deer.
- 65% have hunted migratory birds on land.
- 75% go blind hunting using a rifle.
- 52% do battue using a rifle.
- 5% hunt using a bow.
- 42% attend the shooting range several times a year and train with lead shot, rifle or bow.

## Dogs

- 58% 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.

## Bow

- 2% prefer a bow for hunting.

## Jæger members' magazine

- 58% of all hunters in Denmark use the Jæger magazine as their primary source of hunting information\*
- 75% see Jæger as an important factor in maintaining their membership.
- 79% are satisfied with Jæger and find its content relevant to them.
- 75% read all issues of Jæger over a year.
- 79% read the advertisements in Jæger.
- 61% have made purchases based on the advertisements.

## The Danish Hunters' Association website

- 63% use jægerforbundet.dk as their primary source of information on hunting law and regulations\*
- 64% see the DHA website as an important factor for their membership.
- 49% see the DHA Member pages as an important factor for their membership.
- 30% see the member discounts as an important factor for their membership.
- 59% see the DHA app as important for their membership.



## Hunting safety

- 90% wear signal colours.
- 50% wear ear defenders.
- 14% use hearing protection ear plugs.
- 18% wear safety/shooting glasses.

## Vehicles

- 65% drive to hunts in a normal car.
- 23% drive to hunts in a 4-wheel drive.
- 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

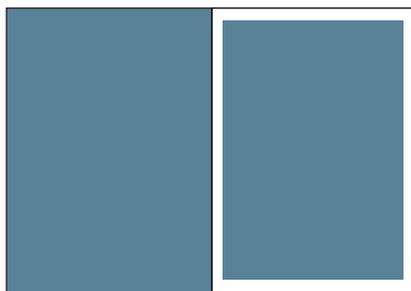
The magazine Jæger	Advertising in Jæger
<p>Jæger magazine is the members' magazine for the Danish Hunters' Association, published 11 times a year. With over 137.000 readers* each month, Jæger is unrivalled as the largest hunting magazine in Denmark and a great medium for reaching a readership with strong 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>In addition, the Nyjæger supplement is published in April. The supplement is directly targeted at new hunters.</p> <p>Jæger is distributed by PostNord around the first of each month - depending on the recipient's 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>
	<h3 data-bbox="863 656 1465 728">Inserts</h3> <p data-bbox="863 728 1465 918">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 data-bbox="863 918 1465 1128">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>

## Digital

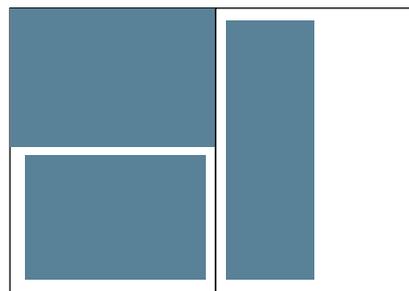
Jægerforbundet.dk	Email newsletter
<p>The website of the Danish Hunters' Association is a popular website with information, inspiration and know-how for Danish hunters. Here you will find all news on hunting in Denmark, expert knowledge and details of courses and events. The website target group is hunters and other people with an interest in game and the outdoors.</p> <p>The website is visited by around 130.000 users every month, and has more than 500.000 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 60-80.000 views per month for each advertiser.</p>	<p>Each week, the Danish Hunters' Association sends out a newsletter to around 14.000 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>
	<h3 data-bbox="863 1610 1465 1682">App</h3> <p data-bbox="863 1682 1465 2063">In addition to being distributed as a printed magazine, Jæger is available online to members of the Danish Hunters' Association by logging in to <a href="http://www.jaegerforbundet.dk">www.jaegerforbundet.dk</a>, and in the Jæger app. The Jæger app is available free of charge for both iPhone and Android. As of 1 November 2020, the app had been downloaded more than 35.500 times.</p>

\*) According to the Association of Danish Media's publishing monitoring

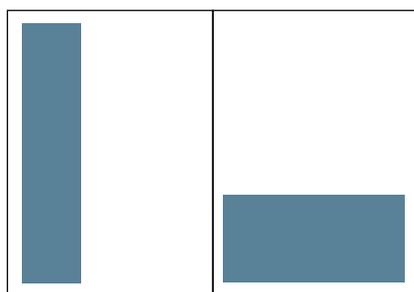
## AD FORMATS and PRICES as of 1. Januar 2021



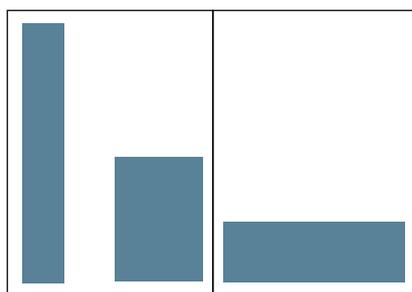
1/1 page, bleed 210 x 297 mm\*\*  
 1/1 page 184 x 268 mm  
**DKK 30.600**  
 \*\*) + 5 mm trim\*



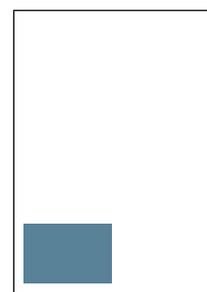
1/2 page, horizontal bleed 210 x 148 mm\*\*  
 1/2 page, horizontal 184 x 130 mm  
 1/2 spage, vertical 90 x 268 mm  
**DKK 15.400**



1/3 page, vertical 60 x 268 mm  
 1/3 page, horizontal 184 x 90 mm  
**DKK 10.500**



1/4 page, vertical 43 x 268 mm  
 1/4 page, standard 90 x 130 mm  
 1/4 page, horizontal 184 x 62 mm  
**DKK 8.100**



1/8 page, 90 x 62 mm  
**DKK 4.900**

### Classified ads:

Column width 43 mm – Price per mm **DKK 23,00**

11 advertisements in a row **20 % discount**  
 9 advertisements in a row **15 % discount**  
 6 advertisements in a row **10 % discount**  
 3 advertisements in a row **5 % 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>
1/8 page inkl. 2 x proofs	<b>DKK 300</b>

### Surcharge for special position adverts:

Page 2	<b>DKK 2.000</b>	Spread 18-19	<b>DKK 2.000</b>	First right page after page 27	<b>DKK 750</b>
Page 5	<b>DKK 2.000</b>	1/2 page 23	<b>DKK 750</b>	2. last page	<b>DKK 2.000</b>
Page 11	<b>DKK 1.500</b>	Page 25	<b>DKK 1.000</b>	Back page	<b>DKK 3.000</b>
page 15	<b>DKK 1.500</b>	Page 27	<b>DKK 1.000</b>		

### Prices in NyJæger 2021

1/2 page **DKK 10.000**  
 1/1 page **DKK 15.000**  
 2 x 1/1 page **DKK 25.000**

Is released with Jæger in April.

*Special placement is not possible*

### TERMS OF PAYMENT

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

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

*Prices are exclusive of VAT.*



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

# Deadlines and releases

PUBLICATION SCHEDULE and COPY DATES for the magazine Jæger in 2021

Jæger no.	1	2	3	4	5	6/7	Magazine-free month	8	9	10	11	12	jan/21
	jan.	feb.	mar.	apr.	may	jun/jul.		aug.	sep.	oct.	nov.	dec.	jan.
Releases *	30/12	31/1	1/3	1/4	1/5	1/6		30/7	1/9	1/10	1/11	1/12	30/12
Adverts:													
Reservation	16/11	16/12	14/1	12/2	10/3	13/4		17/6	16/7	17/8	16/9	18/10	12/11
Submission (PDF)	30/11	4/1	1/2	2/3	26/3	29/4		2/7	4/8	3/9	4/10	3/11	1/12
Classified ads	1/12	4/1	1/2	2/3	25/3	28/4		1/7	3/8	2/9	1/10	2/11	1/12

NyJæger-insertion published with magazine Jæger, april. Reservation 12/2 Ready-to-print PDF 1/3

\*) by PostNord at this date

## Annual agreement

Obtain significant discounts with an annual agreement

### AGREEMENT 1

Advertise for at least  
DKK 50.000-99.000  
and obtain the following prices:

1/1 page	DKK 21.400
1/2 page	DKK 10.850
1/3 page	DKK 7.350
1/4 page	DKK 5.750
1/8 page	DKK 3.500

### AGREEMENT 2

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

1/1 page	DKK 19.900
1/2 page	DKK 10.000
1/3 page	DKK 6.850
1/4 page	DKK 5.300
1/8 page	DKK 3.200

### AGREEMENT 3

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

1/1 page	DKK 18.350
1/2 page	DKK 9.300
1/3 page	DKK 6.350
1/4 page	DKK 4.900
1/8 page	DKK 3.000

### AGREEMENT 4

Advertise for at least  
DKK 200.000-299.000  
and obtain the following prices:

1/1 page	DKK 16.800
1/2 page	DKK 8.450
1/3 page	DKK 5.850
1/4 page	DKK 4.500
1/8 page	DKK 2.800

### AGREEMENT 5

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

1/1 page	DKK 15.300
1/2 page	DKK 7.750
1/3 page	DKK 5.300
1/4 page	DKK 4.100
1/8 page	DKK 2.500

### AGREEMENT 6

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

1/1 page	DKK 13.800
1/2 page	DKK 6.950
1/3 page	DKK 4.800
1/4 page	DKK 3.700
1/8 page	DKK 2.300

#### New Bizz A

1 stk. 1/2 page	DKK15.400
100.000 views	DKK 2.400
<b>Total</b>	<b>DKK17.800</b>

#### New Bizz B

2 stk. 1/4 page	DKK16.200
100.000 views	DKK 2.400
<b>Total</b>	<b>DKK18.600</b>

Free choice  
DKK 15.000

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

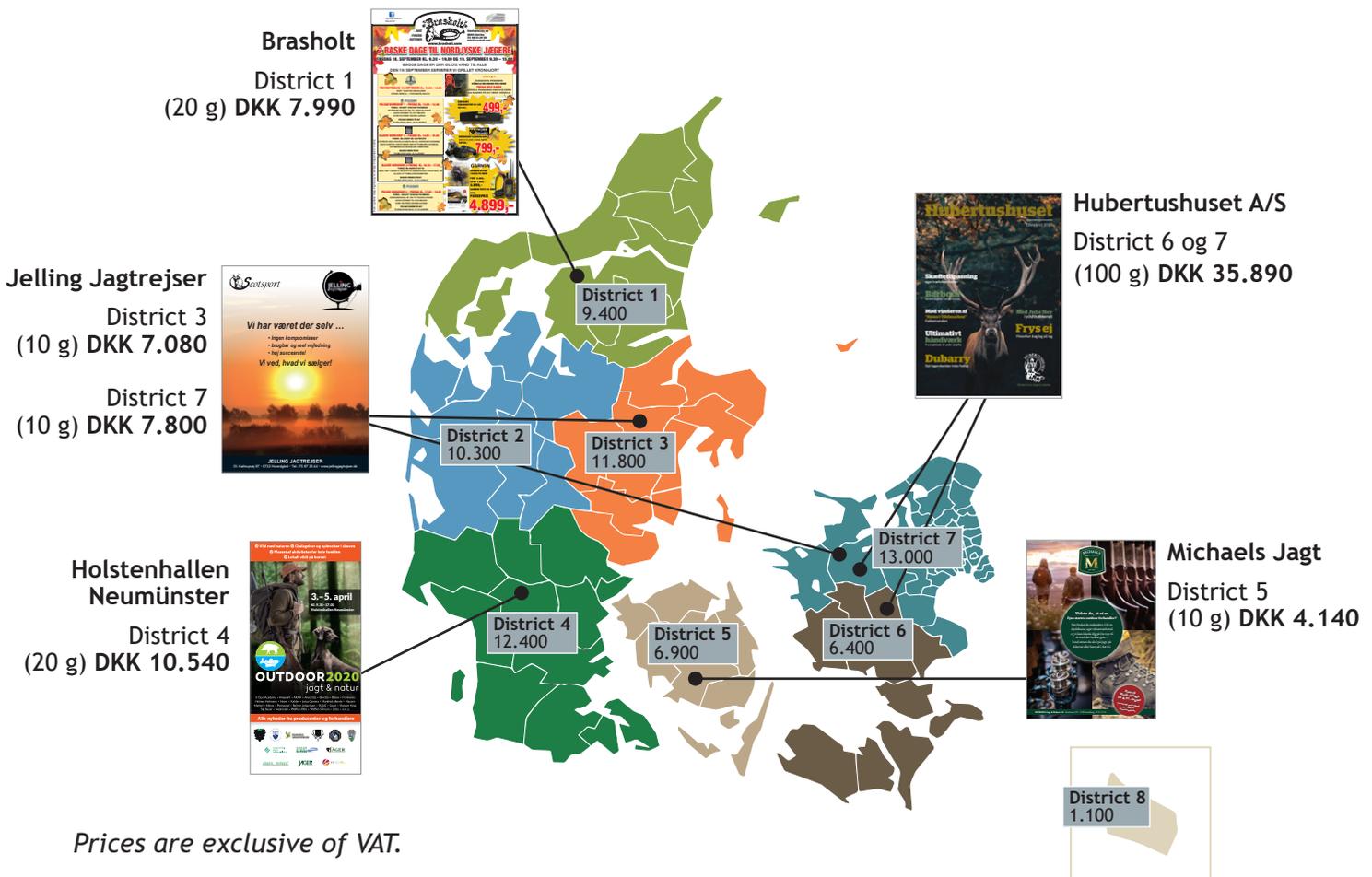
## Inserts, segmented, per insert

- 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 – 73.000 copies)

	<p><b>Jaktia</b> (120 g) DKK 146.000</p>		<p><b>Jaguar-gruppen</b> (50 g) DKK 109.500</p>		<p><b>Danske Svineslagterier</b> (100 g) DKK 127.750</p>		<p><b>Hylte</b> (50 g) DKK 109.500</p>
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The map shows the number of households that receive *Jæger* in the individual districts as of 1 October 2020



Prices are exclusive of VAT.

# 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. 130.000 unique users every month, and has more than 500.000 page views.

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

100.000	DKK 2.400
300.000	DKK 6.700
500.000	DKK 11.000



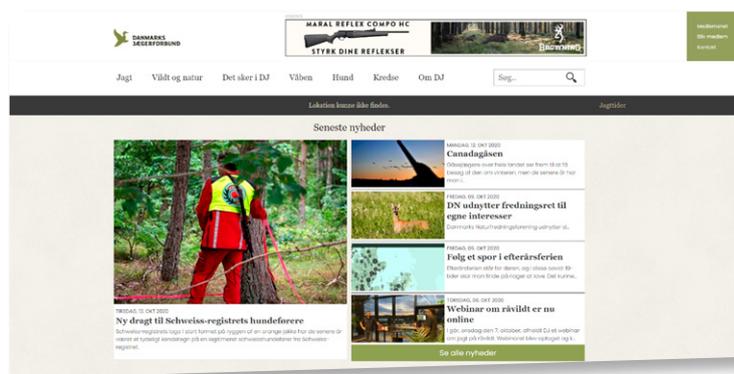
Top banner A  
728 x 90 pixels



Bottom banner B  
300 x 250 pixels



Side banner C  
160 x 600 pixels



**Material: jpg-, gif- eller flash-fil. Banner layout: Call for info.**



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 2020 there were over 14.150 subscribers to the newsletter. This figure is rising, and 50-60% of recipients open the email each week and read the contents. 25% 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 we 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 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 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 it 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 editorial 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 decides 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 Bach  
Mobile: +45 40 28 83 97  
and +45 98 28 27 20  
[lba@jaegerne.dk](mailto: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](mailto:clc@jaegerne.dk)  
Chm. Swiss dog committee  
Chm. Education Committee



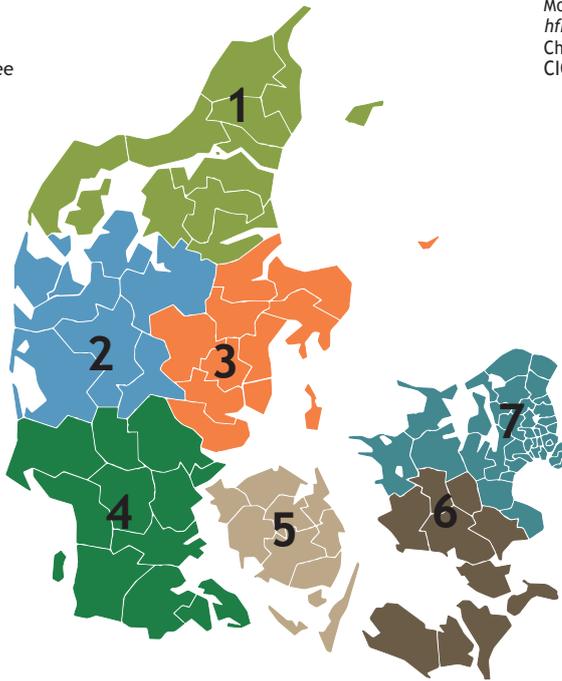
## DISTRICT 8

Henrik Frost Rasmussen  
Tel.: +45 56 94 19 31  
Mobile: +45 21 26 09 31  
[hfr@jaegerne.dk](mailto:hfr@jaegerne.dk)  
Chm. Statutes committee  
CIC



## DISTRICT 2

Norbert F. V. Ravnsbæk  
Mobile: +45 40 28 45 54  
[nra@jaegerne.dk](mailto:nra@jaegerne.dk)  
Chm. Hunter and society committee



## DISTRICT 3

Torben Schultz Jensen  
Mobile: +45 40 54 23 73  
[tsj@jaegerne.dk](mailto:tsj@jaegerne.dk)  
Chm. Deer committee



## DISTRICT 4

Jens Venø Kjellerup  
Mobile: +45 24 22 95 44  
[jvk@jaegerne.dk](mailto:jvk@jaegerne.dk)  
Chm. Small game committee



## DISTRICT 5

Ejgil Waldemar Jensen  
Mobile: +45 61 35 34 45  
[evj@fritid.tele.dk](mailto:evj@fritid.tele.dk)  
Chm. Regulation committee



## DISTRICT 6

Christian Clausen  
Mobile: +45 24 25 48 50  
[chc@jaegerne.dk](mailto:chc@jaegerne.dk)  
Chm. Migratory bird committee



## DISTRICT 7

Marie-Louise Achton-Lyng  
Mobile: +45 27 57 28 22  
[mma@jaegerne.dk](mailto:mma@jaegerne.dk)  
Chm. Weapons committee

## Committee chairmen

### Rifle committee

Per Henriksen  
Tel.: +45 98 37 26 53  
Mobile: +45 22 17 36 53  
[Perhenriksen2@gmail.com](mailto:Perhenriksen2@gmail.com)

### Trap shooting committee

Gunnar Bennedsen  
Tel.: +45 75 56 15 07  
Mobile: +45 23 31 77 22  
[gunnar@bennedsen.one](mailto:gunnar@bennedsen.one)

### Bow committee

Carl Johan Mikkelsen  
Tel.: +45 97 16 25 16  
Mobile: +45 29 28 97 77  
[callemikkelsen@yahoo.dk](mailto:callemikkelsen@yahoo.dk)

### Hunting dog committee

Stig Egede Hansen  
Tel.: +45 57 83 40 76  
Mobile: +45 23 24 90 76  
[seh@jaegerne.dk](mailto:seh@jaegerne.dk)

### Bugle committee

Bjarne Rasmussen  
Tel.: +45 61 69 80 56  
[bjarne\\_rasmussen@newmail.dk](mailto:bjarne_rasmussen@newmail.dk)

### Dog activity committee

Steen Larsen  
Mobile: +45 60 13 04 23  
[hund@service-net.dk](mailto:hund@service-net.dk)

### New hunter committee

Finn Hvid Bertelsen  
Mobile: +45 51 78 15 69  
[fhbertelsen@gmail.com](mailto:fhbertelsen@gmail.com)

### Beach and sea hunting committee

Chm. Beach and sea hunting committee  
John Friborg  
Mobile: +45 21 74 05 05  
[johnfriborg@gmail.com](mailto:johnfriborg@gmail.com)

# Local editors

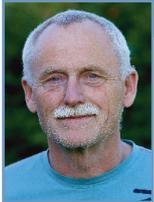


## DISTRICT 1

**Jan Skriver**

9280 Storvorde · Tel. +45 21 60 68 52 · [loknord@jaegerne.dk](mailto:loknord@jaegerne.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 75 73 60 66 · Mobile +45 20 97 53 38 · [lokmidt@jaegerne.dk](mailto:lokmidt@jaegerne.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@jaegerne.dk](mailto:loksyd@jaegerne.dk)

Billund, Esbjerg, Fanø, Fredericia, Haderslev, Kolding, Varde, Vejen, Vejle, Sønderborg, Tønder og Aabenraa kommuner.



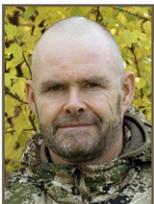
## DISTRICT 5

**Nils Holger Ellekilde**

5240 Odense NØ · Tel. +45 29 16 60 09

[lokfyn@jaegerne.dk](mailto:lokfyn@jaegerne.dk)

Assens, Faaborg-Midtfyn, Kerteminde, Langeland, Middelfart, Nordfyn, Nyborg, Odense, Svendborg og Ærø kommuner.



## DISTRICT 6

**Thomas Lindy Nissen**

4750 Lundby · Mobile +45 31 56 46 82

[lokvest@jaegerne.dk](mailto:lokvest@jaegerne.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@jaegerne.dk](mailto:lokost@jaegerne.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.



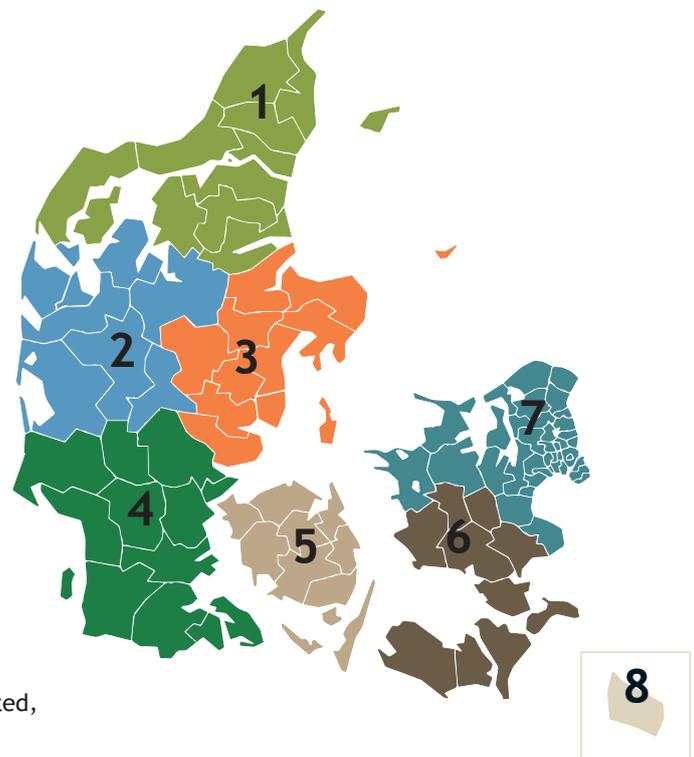
## DISTRICT 8

**Bjarne Pedersen**

3790 Hasle · Tel. +45 20 26 14 01

[lokborn@jaegerne.dk](mailto:lokborn@jaegerne.dk)

Bornholm Regionskommune



## Bits & Pieces - TING & TIPS

**Johannes Bojesen**

Willemoesgade 13, 3. sal · 2100 København Ø

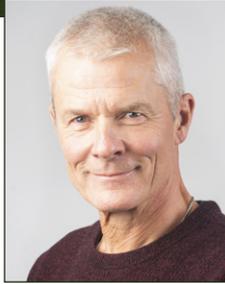
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If you have a product for Bits and Pieces, please contact Johannes. Books and films should be sent directly to Editor in Chief Max Steinar.

# Danish Hunters' Association media - editorial team



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



Editor-in-chief  
**Max Steinar**  
Tel. +45 88 88 75 41  
mst@jaegerne.dk



Editorial secretary  
**Kim Lykke Jensen**  
Tel. +45 81 77 12 22  
klj@jaegerne.dk



Journalist  
**Christian Lang Jensen**  
Tel. +45 26 15 20 82  
clj@jaegerne.dk



Graphic designer  
**Birgit Nordby**  
Tel. +45 88 88 75 83  
bno@jaegerne.dk



Graphic designer  
**Jette Martinusen**  
Tel. +45 81 77 40 40  
jma@jaegerne.dk



Marketing consultant  
**Karen Brix Torø**  
Tel. +45 81 88 06 09  
kbt@jaegerne.dk



Online Media Manager  
**Jacob Munkholm Jensen**  
Tel. +45 28 30 56 95  
jmj@jaegerne.dk

# Policy & Communication Department



Communication manager  
**Joan Brønnum Kvist**  
Tel. +45 81 88 72 86  
jbk@jaegerne.dk



Press manager  
**Torsten L. Søndergaard**  
Tel. +45 81 88 02 08  
tls@jaegerne.dk



Political chief consultant  
**Morten Sinding-Jensen**  
Tel. +45 23 93 03 32  
msj@jaegerne.dk



Legal consultant  
**Mikala Høj Laursen**  
Tel. +45 27 80 28 56  
mhl@jaegerne.dk



Coastal consultant  
**Niels Henrik Simonsen**  
Tel. +45 88 88 75 08  
nhs@jaegerne.dk



Board consultant  
**Hanne Smedegaard**  
Tel. +45 21 65 60 75  
hsm@jaegerne.dk



Head of Section,  
Weapons & Shooting  
**Lars Thune Andersen**  
Tel. +45 88 88 75 54  
lta@jaegerne.dk



**DANMARKS  
JÆGERFORBUND**

Molsvej 34, 8410 Rønne  
jaegerforbundet.dk

