

# 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



# The Danish Hunters' Association

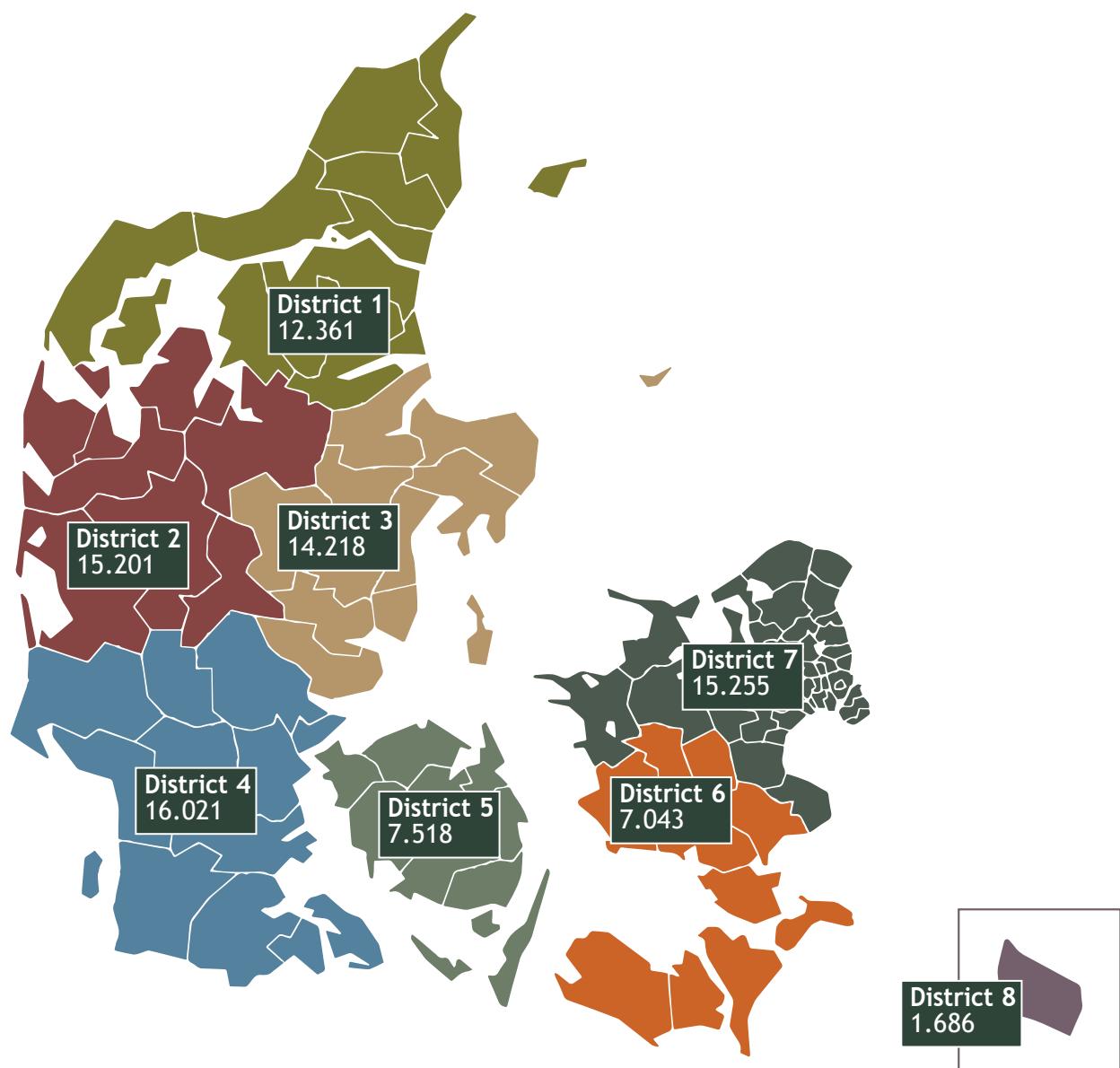
We inspire, gather and organise hunters

– your direct contact to an affluent audience

With 827 local hunting associations and 90.000 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 the distribution of memberships across the different districts.



# Membership surveys



jaegerforbundet



danmarks\_jaegerforbund



Danmarks Jægerforbund



## 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 jaegerforbundet.dk as their primary source of information on hunting law and regulations\*.
- 56% are satisfied with jaegerforbundet.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

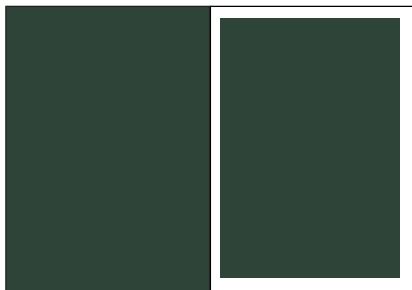
The magazine Jæger	Advertising in Jæger
<p>Jæger magazine is the members' magazine for the Danish Hunters' Association, published 6 times a year. With over 124.000 readers*, Jæger is unrivalled as the largest hunting magazine in Denmark and a great medium for reaching a readership with strong buying power. 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 2026, the magazine Jæger will be distributed by DAO within the time frames listed below, depending on the recipient's geographical location. The final date indicates when all copies must have been delivered.</p> <p>No. 1 - from 6 to 11 January No. 2 - from 3 to 8 March No. 3 - from 5 to 10 May No. 4 - from 30 June to 5 July No. 5 - from 1 to 6 September No. 6 - from 3 to 8 November</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>Inserts</h3> <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>

## 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 50-80.000 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> <h3>App</h3> <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>

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

# AD FORMATS and PRICES as of 1. January 2026



1/1 page, bleed 210 x 297 mm\*\*  
 1/1 page 184 x 268 mm  
**DKK 35.500**  
 \*\*) + 5 mm trim\*

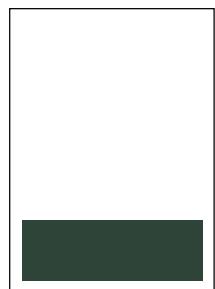
**Jæger** is printed  
in 70.000 copies



1/2 page, horizontal 184 x 130 mm  
 1/2 page, vertical 90 x 268 mm  
**DKK 17.900**



1/3 page, vertical 60 x 268 mm  
 1/3 page, horizontal 184 x 90 mm  
**DKK 12.200**



1/4 page, horizontal 184 x 62 mm  
**DKK 9.500**

## Classified ads:

Column width 43 mm – Price per mm **DKK 25,00**

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 (1/1 page)	<b>DKK 2.100</b>	Page 15 (1/1 page)	<b>DKK 1.600</b>	Page 25 (1/1 page)	<b>DKK 1.000</b>
Page 11 (1/1 page)	<b>DKK 1.600</b>	Spread page 18-19	<b>DKK 2.200</b>	2. last page (1/1 page)	<b>DKK 2.000</b>
Page 9 (1/2 page)	<b>DKK 1.000</b>	Page 21 (1/2 page)	<b>DKK 800</b>	Back page (1/1 page)	<b>DKK 3.200</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 2025

Jæger no.	1	2	3	4	5	6
Releases *	6. January	3. March	5. May	30. June	1. September	3. November
Announce reservation	21. November	23. January	23. March	20. May	17. July	25. September
Submission (PDF)	4. December	5. February	8. April	3. June	6. August	8. October
Classified ads	5. December	6. February	9. April	4. June	7. August	9. October

\*) by DAO at this date

## Annual agreement

Obtain significant discounts with an annual agreement

New Bizz A	AGREEMENT 2	AGREEMENT 5
1/2 page DKK 17.900	Advertise for at least DKK 50.000-99.999	Advertise for at least DKK 200.000-299.999
100.000 banner views DKK 3.000	and obtain the following prices:	and obtain the following prices:
Total DKK 20.900	1/1 page DKK 24.700	1/1 page DKK 19.500
	1/2 page DKK 12.600	1/2 page DKK 9.900
	1/3 page DKK 8.500	1/3 page DKK 7.000
	1/4 page DKK 6.700	1/4 page DKK 5.500
New Bizz B	AGREEMENT 3	AGREEMENT 6
2 stk. 1/4 page DKK 19.000	Advertise for at least DKK 100.000-149.999	Advertise for at least DKK 300.000-399.999
100.000 banner views DKK 3.000	and obtain the following prices:	and obtain the following prices:
Total DKK 22.000	1/1 page DKK 23.100	1/1 page DKK 17.800
	1/2 page DKK 12.100	1/2 page DKK 9.000
	1/3 page DKK 8.100	1/3 page DKK 6.300
	1/4 page DKK 6.200	1/4 page DKK 5.100
AGREEMENT 1	AGREEMENT 4	AGREEMENT 7
Advertise for at least DKK 30.000-49.999	Advertise for at least DKK 150.000-199.999	Advertise for at least DKK 400.000
and obtain the following prices:	and obtain the following prices:	and obtain the following prices:
1/1 page DKK 30.100	1/1 page DKK 21.300	1/1 page DKK 15.900
1/2 page DKK 15.200	1/2 page DKK 11.000	1/2 page DKK 8.100
1/3 page DKK 10.300	1/3 page DKK 7.600	1/3 page DKK 5.800
1/4 page DKK 8.000	1/4 page DKK 5.900	1/4 page DKK 4.600

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 0,70
- Insertions 11-20 g DKK 0,95
- Insertions 21-30 g DKK 1,45
- Insertions 31-50 g DKK 1,70

All inserts over 50 g - call for price.

## Inserts, segmented, per insert

- Insertions 0-10 g DKK 0,80
- Insertions 11-20 g DKK 1,05
- Insertions 21-30 g DKK 1,55
- Insertions 31-50 g DKK 1,80

The entire publishing (all districts – 70.000 copies)



Jaguar gruppen  
(49 g)  
DKK 119.000

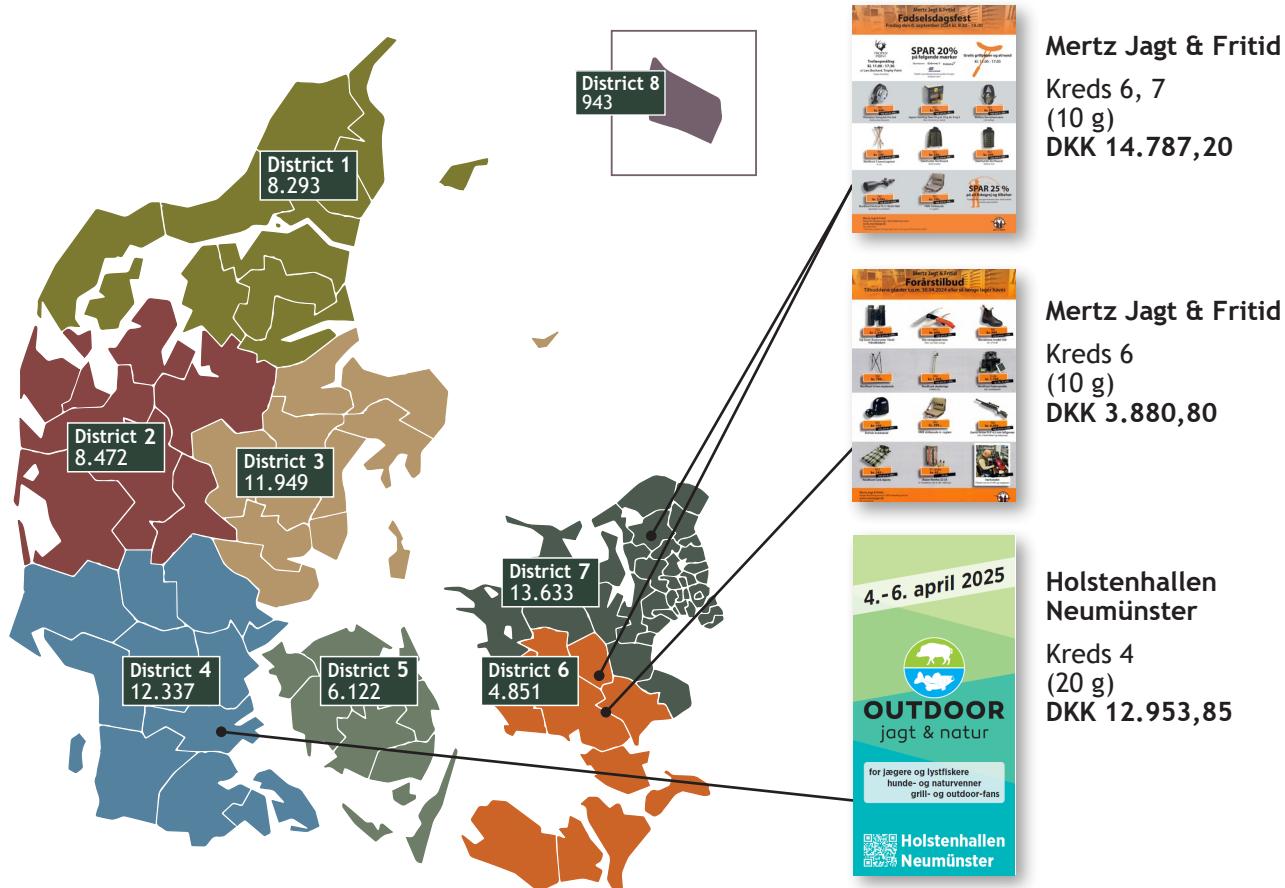


Jaguar gruppen  
(25 g)  
DKK 101.500



Tryg  
(10 g)  
DKK 49.000

The map shows the number of households that receive Jæger in the individual districts as of 1. November 2025



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.

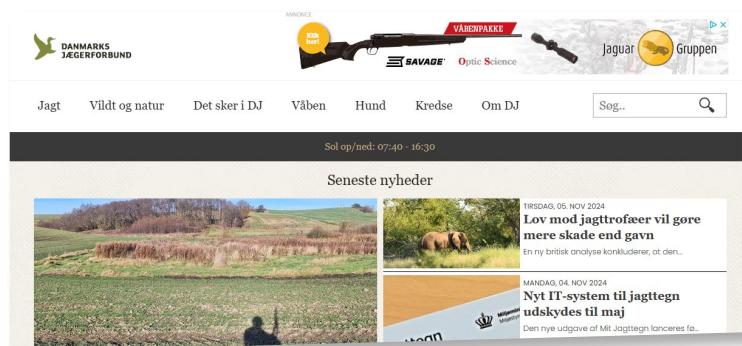
The website is visited by approx. 70.000 unique users every month, and has more than 300.000 page views.

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

100.000 views	DKK 3.000
300.000 views	DKK 8.200
500.000 views	DKK 13.200



Top banner A  
728 x 90 pixels

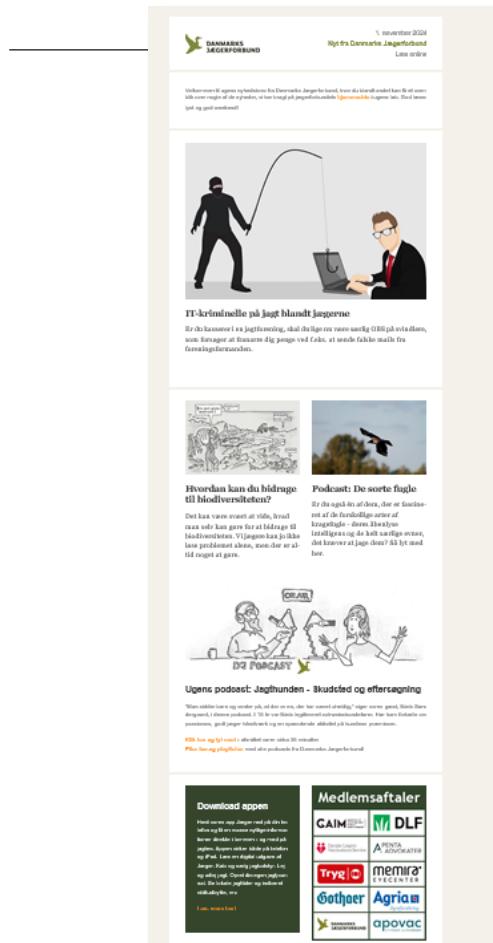


Bottom banner B  
300 x 250 pixels



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 November 2025 there were over 17.500 subscribers to the newsletter. This figure is rising, and 57-63% of recipients open the email each week and read the contents. 17% 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 Brandi Bach  
Mobile: +45 40 28 83 97  
[iba@jaegerne.dk](mailto:iba@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)



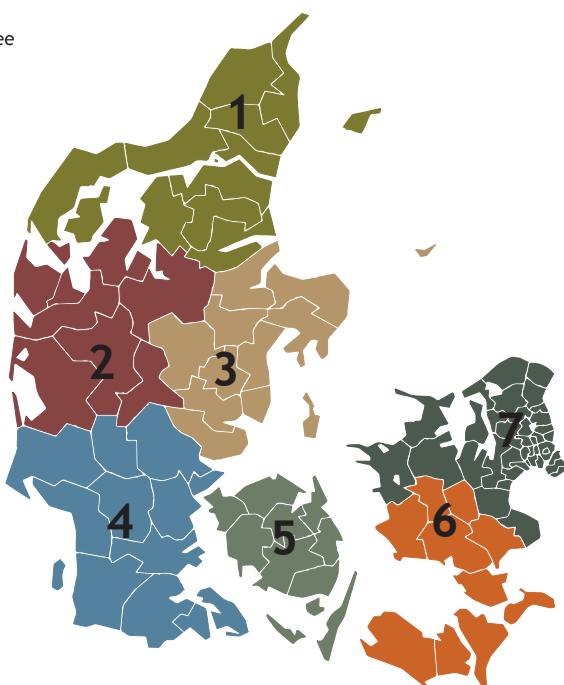
## KREDS 8

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## DISTRICT 2

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## DISTRICT 7

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



## DISTRICT 3

Torben Schulz Jensen  
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Chm. Deer committee



## DISTRICT 4

Jørn Pedersen  
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## DISTRICT 5

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## DISTRICT 6

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[chc@jaegerne.dk](mailto:chc@jaegerne.dk)  
Chm. Migratory bird committee

Contact information for committee chairs, district chairs, and others can be found on the Jægerforbundet website.

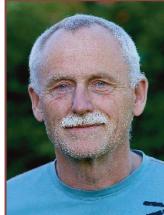
# Local editors



## DISTRICT 1

**Mette Marquardsen**

**9800 Hjørring · Tel. +45 40 17 74 07 · loknord@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 · lokmidt@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

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

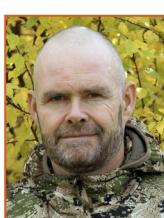


## KREDS 5

**Joakim Pedersen**

**5471 Søndersø · Tel. +45 29 89 14 19**  
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

Faxe, Guldborgsund, Lolland, Næstved, Ringsted, Slagelse, Sorø og Vordingborg kommuner.

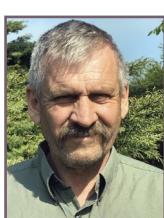


## DISTRICT 7

**Johannes Bojesen**

**2100 København Ø · Tel. +45 27 57 54 19 · lokost@jaegerweb.dk**

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, Rødvore, Solrød, Stevns og Tårnby kommuner.



## DISTRICT 8

**Bjarne Pedersen**

**3790 Hasle · Tel. +45 20 26 14 01**

**lokborn@jaegerweb.dk**

Bornholm Regionskommune

## Bits & Pieces - TING & TIPS

**Johannes Bojesen**

**Willemoesgade 13, 3. sal · 2100 København Ø**

**Tel. +45 27 57 54 19 · johannes.bojesen@parkmail.dk**

If you have a product for Bits and Pieces, please contact Johannes.

# Danish Hunters' Association media - editorial team



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Graphic designer  
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## Policy & Communication Department



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Digital communications  
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