

DIGITAL advertising

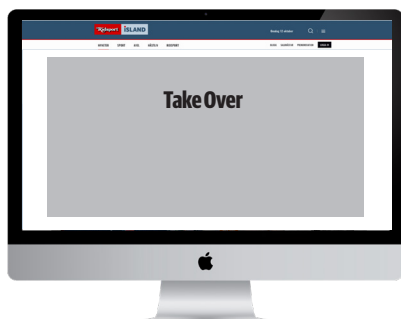
On island.tidningenridsport.se offers you many different alternatives that gives an effective advertising plan

Our site gives you all of the latest news in sport, breeding and opinion. Be updated and advertise on island.tidningenridsport.se.

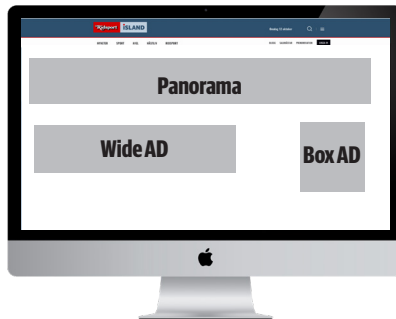
For people who takes icelandic-horses seriously.



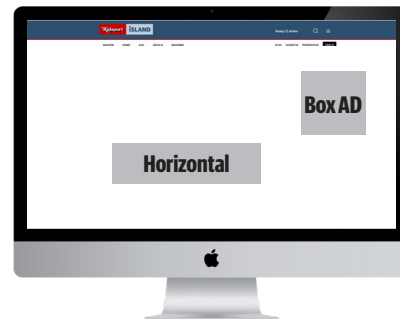
Start page



Start page



Articel page



Sizes: island.tidningenridsport.se

Ad	Price/week	Size desktop	Size mobile	Place desktop	Place mobile
Take Over	850 sek/day	1280x720	650x950	Startpage	Startpage
Panorama	3.000	1280x250	320x320	Always	zon 1
Wide ad	2.500	928x240	320x320	Startpage	zon 2
Horizontal	2.000	600x240	320x320	In article	zon 3
Box ad	1.000	250x250	320x320	Random on page	zon 4
Articel ad	1.500	928x300	320x320	Bottom of article	zon 4



Copy proof:
material@tidningenridsport.se

Size: max 150 k

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

Newsletter @

Ad size	Price/letter	
Display (banner)	1.000	600x250
Your own newsletter	5.000	

You can have your own newsletter, where you select picture and text in Swedish and we will help you arrange it.

Booking



Maria Kujlin
maria@tidningenridsport.se

Booking



Jeanette Flensburg
+46-156-348 79
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Native articles and video

Do you want your company to be seen a little bit extra?
We can offer you two different solutions

For people who takes icelandic-horses seriously.

Native articles

Put your companys products in the right context.
A native article is one of the most effective ways to build your trademark.
Two weeks on our site, published i Ridsports newsletter and among Ridsports other articles on the site.
Your article will be searchable.
This offer also includes your own newsletter.
Price: 7.500 SEK/article



Sponsor a video

Be included in Ridsports videos and interviews. Logotype and slogan in the beginning and end of the video.
If your company has your own video (15 sek), it will make a professional and prestigious start of a Ridsport video.
Will be searchable on our site for one year.
Price: from 2.000 SEK/interview

Production

Contact us for help with ideas and production. We will get back to you with suggestions and a strategy.



The horse industry in numbers

360 000
horses in Sweden.

860
riding schools in Sweden.
Riding is Sweden's fourth biggest youth activity.

45-50
The Swedish horse sector turnover is 45-50 billion SEK.

30 000
Approximately 30 000 full time horse jobs in Sweden.
(Source: HNS, SvRF)



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