

# The hunt is on for a magazine redesign

The magazine [JÆGER](#) ("HUNTER") published by the Danish Hunters' Association, has just been redesigned and given a completely new look.

A new magazine with a whole new genre of cover photos reflects a desire to literally bring the hunter into focus. The magazine features a major thematic topic for each issue with in-depth journalism and multiple perspectives.

Similarly, JÆGER's visual appearance has been upgraded to create a much more appetising, clear and readable magazine. Almost everything in the magazine has been redesigned.



## A sustainable magazine

The collaboration between the Danish Hunters' Association and Stibo Complete began in the autumn of 2022, when the JÆGER magazine was redesigned. Together, we started an exciting process of choosing paper and formats, ensuring that the JÆGER magazine was climate compensated according to ClimateCalc.

Furthermore, the magazine was to be printed on FSC-certified and [Nordic Swan Ecolabelled](#), which promotes environmentally, socially and economically responsible forest management worldwide.

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*The result with JÆGER is the outcome of a targeted process of selecting the right materials, as well as advising on the environment and climate. The magazine fulfils all future expectations, including visual, text/readability and not least in terms of creating a sustainable magazine.*

**Michael Patrick Estø**  
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