

www.batliv.se

RATECARD 2010



CONTENT

Båtliv – Europe's largest boat magazine – has a modern webpage: www.batliv.se

On the webpage the newsfeed is constantly up to date with texts, images and links to news from the boat industry and to the boatpeople.

We work together with SMHI and their weathersite.

The page is regularly updated with material from the editorial staff and news from the advertisers in the paper edition. We have a large collection of links with boatconnections. On the page private can advertise regarding boats and supplies.

We have also very attractive banners for sale. Call us for price and information.

TECHNICAL INFORMATION

Artworks shall be delivered digitally, as a jpg-, gif- or flashfiles. Ads must be in the exact pixel format and have a resolution on 72 dpi. The advertiser is responsible for how the ad is exposed for the visitors on www.batliv.se. Please take into consideration that the visitors has various operativsystems and browsers and maybe not the latest softwares or updates.

FORMAT & PRICE

Top banner

600 x 100 pixels

Center banner

600 x 100 pixels

Large sidebanner

140 x 250 pixels

Small sidebanner

140 x 60 pixels

1 WEEK

3 500 SEK

3 000 SEK

2 500 SEK

1 500 SEK

4 WEEKS

10 000 SEK

8 000 SEK

7 500 SEK

5 000 SEK

MATERIALADDRESS

The artwork shall be delivered to annons@chrismark.se latest one week before the date of the publishing.

ORDER AND ARTWORK ENQUIRIES

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CM CHRIS MARK
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Båtliv

Sweden is a unique country for boatlife, there is over one million pleasure boats. The boatlife is one of Sweden's largest popular movements, with more than two millions practitioners, spread around the country. The foundation of the Swedish boatlife is the yacht clubs. Close to 900 yacht clubs are connected to Svenska Båtunionen (Swedish Yachting Association) by some of the 24 regions around the country. Svenska Båtunionen has the goal to make life as easy as possible for our members. By being a member in a yachtclub connected to Svenska Båtunionen you get the magazine Båtliv.