

PRICES



SPREAD

400x275 mm
420x297 mm (bleed) + 3 mm
61 800 SEK



BACK COVER

190x260 mm
210x270 mm (bleed) + 3 mm
39 500 SEK



SECOND COVER

190x275 mm
210x297 mm (bleed) + 3 mm
37 500 SEK



FIRST PAGE RING

190x40 mm
210x48 mm (bleed) + 3 mm
30 800 SEK



1/1-PAGE

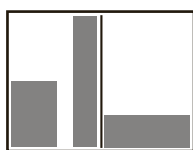
190x275 mm
210x297 mm (bleed) + 3 mm
35 300 SEK

PRICES – BÅTTORGET



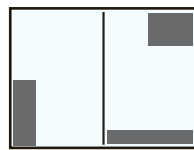
1/2-PAGE

94x275 mm
104x297 mm (bleed) + 3 mm
21 200 SEK
190x133 mm
210x145 mm (bleed) + 3 mm
20 600 SEK



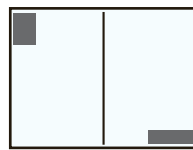
1/4-PAGE

94x133 mm
46x275 mm
190x65 mm
12 500 SEK



1/8-PAGE

46x133 mm
94x65 mm
190x31 mm
5 950 SEK



1/16-PAGE

46x65 mm
94x31 mm
3 330 SEK



1/32-PAGE

46x31 mm
1 950 SEK

PRICES FOR INSERTS

Weight of insert (gram)	Loose or stapled (SEK) *
10	1,15
20	1,25
30	1,35
40	1,45
50	1,50
60	1,65
70	1,75
80	1,85

* The price does not include printing or transport of your insert and requires that the printers specifications are held.

FREQUENCY DISCOUNT*: 2 issues 10% • 3 issues 15% • 4 issues 20% • 5 issues 25% • 6 issues 30%

*The discount applies when ordering advertisements that are to be placed in the magazine within one year from booking date.

PUBLICATION

ISSUE	1	2	3	4	5	6
PUBL. DATE	24/2	31/3	28/4	2/6	15/9	8/12
COPY DATE	3/2	10/3	5/4	12/5	25/8	17/11

Circulation: 139 700 audited (TS 2015)
Cancellation: In writing, no closer than four weeks to publ.
Owner: Swedish Boat Union
Editor: Lars-Åke Redéen



Båtliv is the big boating magazine for swedish boatowners. Båtliv's huge TS-audited edition with 139 700 copies per issue makes the magazine the largest boatmagazine by far in Europe. Filled with news and interesting reports. A magazine for all kinds of boatowners. Here you effectively reach the boatowners who needs to equip their boat and also finance and insure it. The same boatowner that is a support for their colleague, neighbour or friend who is looking for a new boat. Your artwork is also placed, free of charge, in the PDF-magazine that you download from Båtliv's website. If your artwork has a separated www-adress, it will also be possible to click on it.

ARTWORK SPECIFIKATION

Artworks should be delivered digitally, as high resolution PDF's, in the correct size. We work with PC's and use the programs of Adobe Creative Suite, such as InDesign, Illustrator and Photoshop.

Always enclose all pictures, logotypes as well as screen and printer fonts. The pictures shall be CMYK-separated and saved as high resolution (300 dpi) TIFF or EPS, (no JPEG compression). Logotypes

and texts shall be enclosed as paths (text outlines). Only deliver what is supposed to be in the document. To get profiles and joboptions, visit www.v-tab.se/instruktioner/#pdf-farg and read heatset.

Number of columns: 4
Columnwidth/height: 46 mm/275 mm
Print procedure: Offset
Magazine format: A4 (210x297 mm)
Colour scheme: 4-colour
Raster density: 133 lines/inch
Export Adobe PDF: V-TAB Ark & Heatset 110321
ICC-profil: CoatedFOGRA39

ORDER AND ARTWORK DELIVERY

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