

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

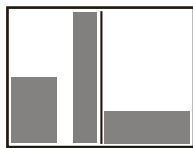
190x275 mm
210x297 mm (bleed) + 3 mm
35 300 SEK

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



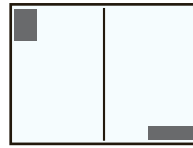
1/4-PAGE

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 (gram)	Loose or stapled (SEK) *	Weight (gram)	Loose or stapled (SEK) *
10	1,15	50	1,50
20	1,25	60	1,65
30	1,35	70	1,75
40	1,45	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	22/2	29/3	26/4	7/6	13/9	6/12
COPY DATE	1/2	8/3	2/4	15/5	23/8	15/11

Circulation: 137 900 audited (TS 2017)

Cancellation: In writing, no closer than four weeks to publ.

Owner: Swedish Boating Union

Editor: Lars-Åke Redéen

Båtliv is the big boating magazine for swedish boatowners. Båtliv's huge TS-audited edition with 137 900 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.

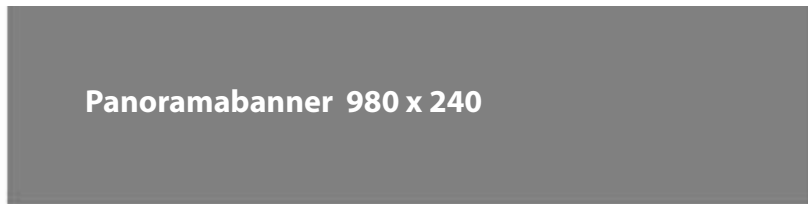
Number of columns: 4
Columnwidth/height: 46 mm/275 mm
Print procedure: Offset
Magazine format: A4 (210x297 mm)
Colour scheme: 4-colour
Raster density: 133 lines/inch
Export Adobe PDF: V-TAB Ark & Heatset 110321
ICC-profil: CoatedFOGRA39

ORDER AND ARTWORK DELIVERY

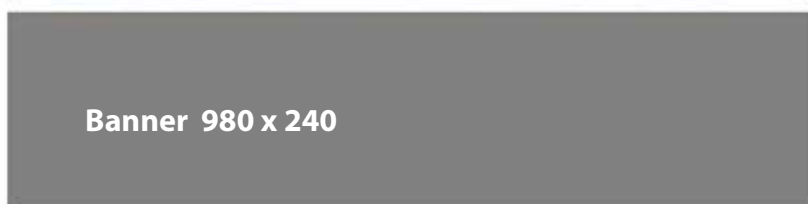
Marina Media
Granitvägen 66
183 63 Täby, Sweden

Henrik Salén
Telephone: +46 706 18 61 61
E-mail: henrik@batmedia.se

SITE WITH MANY VISITORS



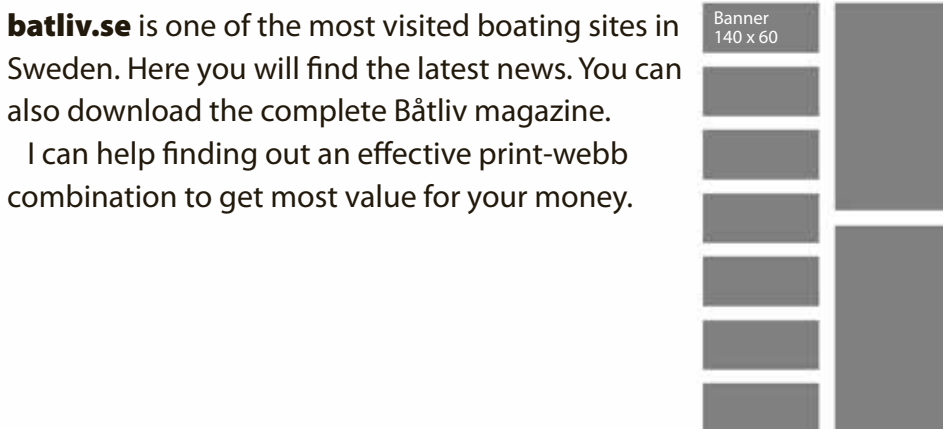
Panoramabanner 980 x 240



Banner 980 x 240

batliv.se is one of the most visited boating sites in Sweden. Here you will find the latest news. You can also download the complete Båtliv magazine.

I can help finding out an effective print-webb combination to get most value for your money.



SIZE	FEBRUARY-JUNE	JULY-JANUARY
Panoramabanner 980 x 240 pixels	19 000 SEK/month	11 000 SEK/month
Banner 980 x 240 pixels	19 000 SEK/month	11 000 SEK/month
Banner 140 x 60 pixels	4 000 SEK/month	3 000 SEK/month
Banner 140 x 250 pixels	7 000 SEK/month	4 000 SEK/month

MATERIAL SPECIFICATIONS

We accept: **gif, png, swf**+fallback picture (if flash is missing). Max 50 kb per banner. Please supply URL.

BÅTLIV NEWSLETTER

With the newsletter of Båtliv you reach 62 000 members of Swedish boatclubs. Price per recipient is 0,5 SEK, total 31 000 SEK per newsletter. The price includes a 980x240 pixel banner (se material specifications for batliv.se) and one advertorial with a 400x500 pixel picture and a short text included. With the text and picture you deliver we setup the advertorial with an advertisement marking.

NEWSLETTERS WILL BE SENT:

1. Week 2
2. Week 5
3. Week 9
4. Week 11
5. Week 15
6. Week 19
7. Week 25
8. Week 29
9. Week 34
10. Week 40
11. Week 46

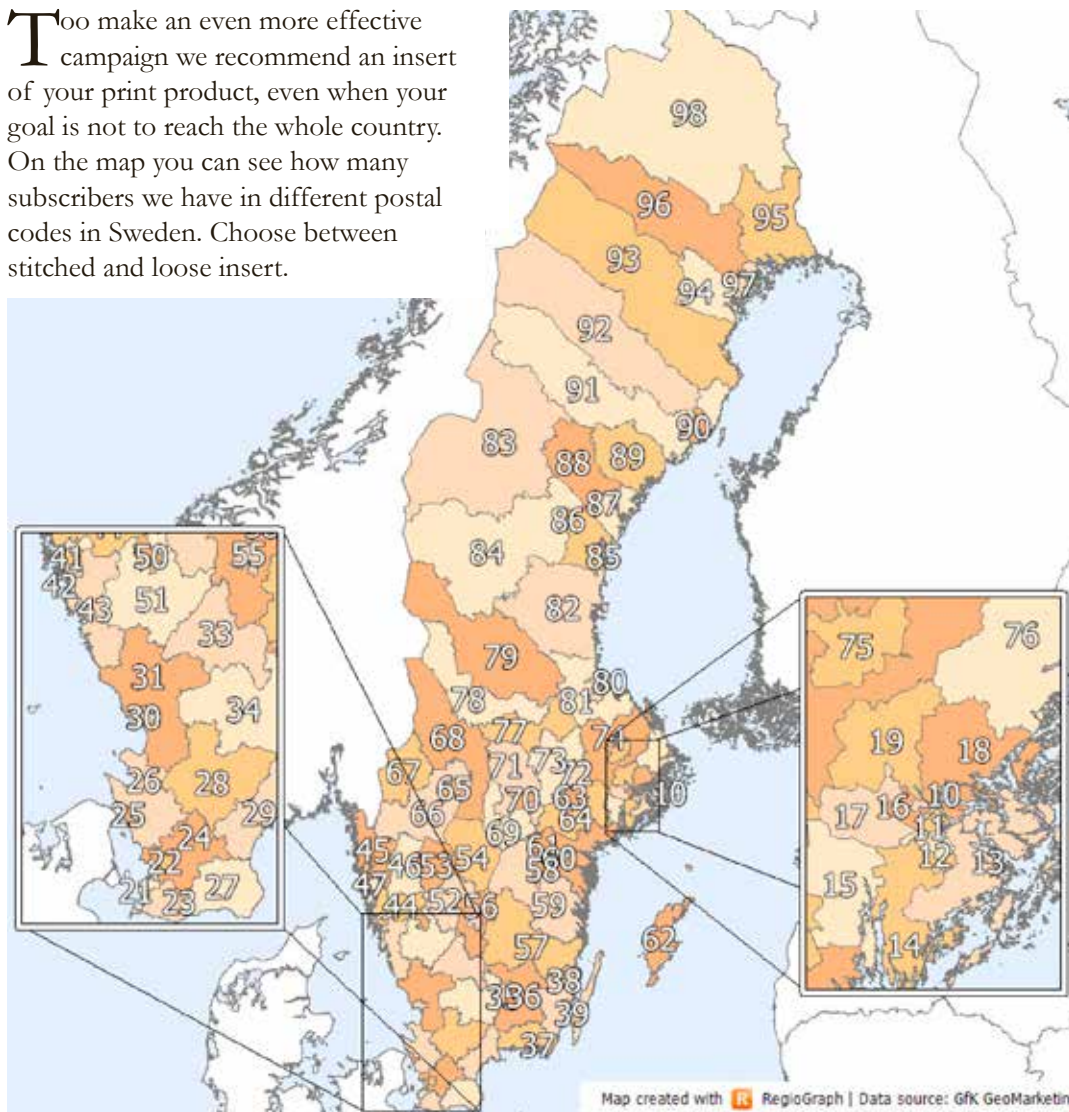


BOOKING/MATERIAL CONTACT

Henrik Salén
 Tel. +46 706 18 61 61
henrik@batmedia.se
 Marina Media
 Granitvägen 66
 183 63 Täby, Sweden

Choose the area where your customers are!

To make an even more effective campaign we recommend an insert of your print product, even when your goal is not to reach the whole country. On the map you can see how many subscribers we have in different postal codes in Sweden. Choose between stitched and loose insert.



NUMBER OF SUBSCRIBERS IN SPECIFIC ZIP CODES:

Zipcode	Pren.	Zipcode	Pren.
10	393	55	353
11	7 995	56	668
12	4 534	57	1 733
13	8 326	58	1 423
14	3 498	59	3 465
15	1 804	60	832
16	5 115	61	3 168
17	4 275	62	492
18	9 409	63	533
19	3 411	64	1 500
20	20	65	1 683
21	1 264	66	2 870
22	429	67	900
23	1 606	68	1 365
24	445	69	1 055
25	902	70	936
26	1 329	71	485
27	560	72	1 141
28	248	73	1 317
29	1 542	74	3 303
30	665	75	1 736
31	741	76	1 696
32	4	77	985
33	411	78	638
34	811	79	1 866
35	1 126	80	992
36	363	81	2 508
37	3 220	82	2 921
38	644	83	888
39	453	84	80
40	30	85	582
41	1 542	86	812
42	2 128	87	860
43	2 990	88	111
44	4 003	89	1 003
45	2 245	90	1 087
46	1 396	91	717
47	1 507	92	97
48	2	93	1 032
49	7	94	617
50	182	95	662
51	285	96	126
52	213	97	1 062
53	1 700	98	74
54	1 121	99	0



A loose insert could have a maximum size of **205x285 mm** so it does not exceed the magazine size. Please send a proof of your insert so we can check if it works.

You can also contact me for an offer on creative ad or insert sizes.

Henrik Salén
+46 706 18 61 61



SWEDISH BOATING UNION

Sweden is a unique country for boating, where there is more than 1 million pleasure boats. There are more than 2 million people spread all over Sweden that go boating.

The base of boating in Sweden are the boat clubs. More than 900 clubs have joined the Swedish Boating Union by belonging to one of the 26 boating associations in the country.

The Swedish Boating Union's aim is to take care of the members interest and the members themselves decides priority. You receive Båtliv as a member in a boat club connected to the Swedish Boating Union.

