

## 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



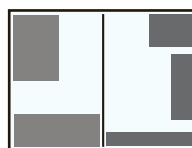
### 1/2-PAGE

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**



### 1/4-PAGE

94x133 mm  
190x65 mm  
**9 900 SEK**

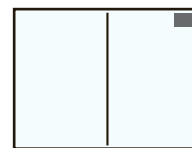
### 1/8-PAGE

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**

OBS! Ads with bleed needs 3 mm bleed around all sides. Do not place text or important information closer than 10 mm from the edges.

**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.

## 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.

## PUBLICATION

ISSUE	1	2	3	4	5	6
PUBL. DATE	28/2	3/4	8/5	5/6	11/9	11/12
COPY DATE	7/2	13/3	17/4	14/5	21/8	20/11

Circulation: 135 000 audited (TS 2019)

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 136 200 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. Ads with bleed needs 3 mm bleed around all sides. Do not place text or important information closer than 10 mm from the edges. To get profiles and joboptions, visit <https://www.v-tab.se/tjanster/farginstallningar-magasinet/>

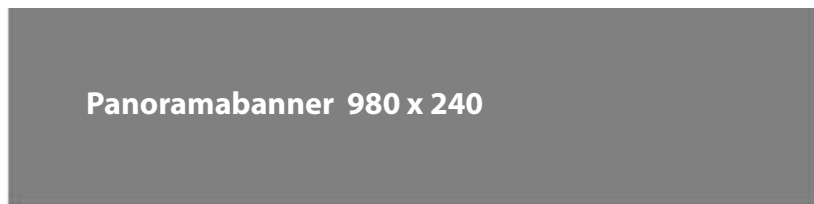
**Number of columns:** 4  
**Columnwidth/height:** 46 mm/275 mm  
**Print procedure:** Offset  
**Magazine format:** A4 (210x297 mm)  
**Colour scheme:** 4-colour  
**Raster density:** 133 lines/inch  
**Export Adobe PDF:** V-TAB Ark & Heatset 110321  
**ICC-profil:** CoatedFOGRA39

## ORDER AND ARTWORK DELIVERY

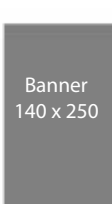
**Marina Media**  
Granitvägen 66  
183 63 Täby, Sweden

**Henrik Salén**  
Telephone: +46 706 18 61 61  
E-mail: [henrik@batmedia.se](mailto:henrik@batmedia.se)

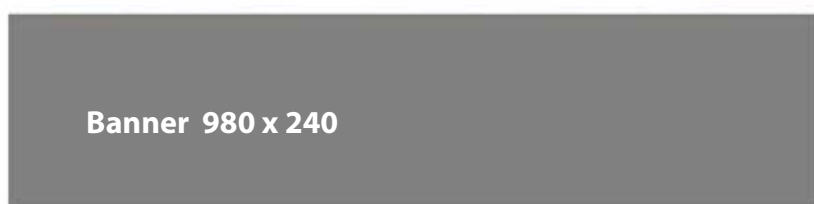
### SITE WITH MANY VISITORS



Panoramabanner 980 x 240



Banner 140 x 250



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.



Banner 140 x 60

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

### BÅTLIV NEWSLETTER

With the newsletter of Båtliv you reach 98 000 members of Swedish boatclubs. Price per recipient is 0,4 SEK. The price includes a 980x240 pixel banner (see 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 4
2. Week 7
3. Week 11
4. Week 16
5. Week 21
6. Week 34
7. Week 39
8. Week 44
9. Week 47



Newsletters can also be sent on other dates when needed. Please contact us with your request.

### BOOKING/MATERIAL CONTACT

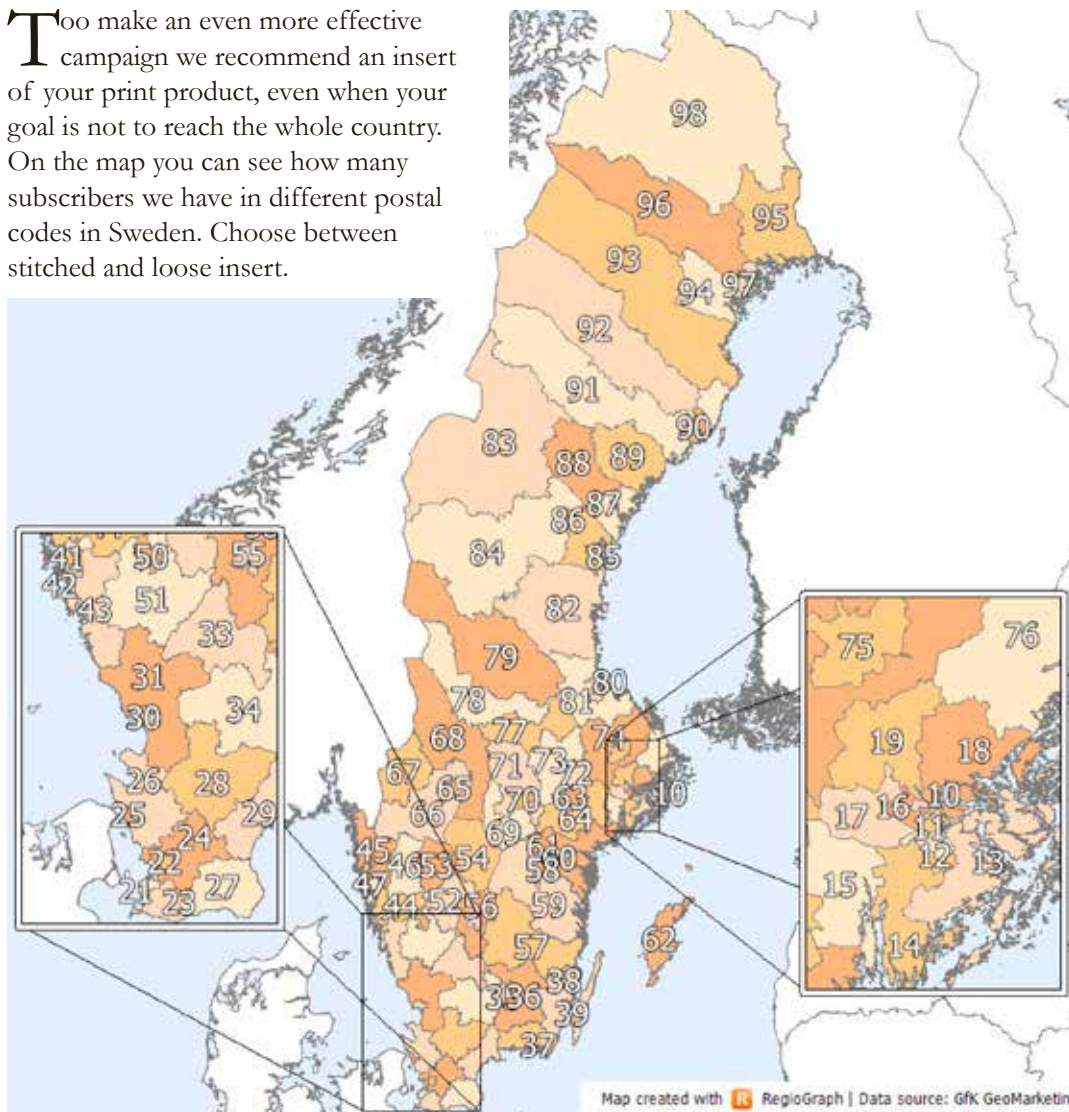
**Henrik Salén**  
 Tel. +46 706 18 61 61  
[henrik@batmedia.se](mailto:henrik@batmedia.se)  
 Marina Media  
 Granitvägen 66  
 183 63 Täby, Sweden

### MATERIAL SPECIFICATIONS

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

## 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	351	55	338
11	7 777	56	648
12	4 416	57	1 733
13	8 119	58	1 412
14	3 314	59	3 488
15	1 766	60	791
16	4 990	61	3 102
17	4 242	62	484
18	9 303	63	580
19	3 345	64	1 490
20	19	65	1 699
21	1 249	66	2 932
22	407	67	890
23	1 634	68	1 359
24	460	69	1 029
25	895	70	907
26	1 592	71	458
27	597	72	1 106
28	248	73	1 330
29	1 435	74	3 220
30	530	75	1 614
31	724	76	1 599
32	4	77	1 007
33	413	78	647
34	797	79	1 840
35	1 129	80	1 006
36	348	81	2 511
37	3 082	82	2 878
38	648	83	842
39	445	84	91
40	27	85	550
41	1 528	86	771
42	2 237	87	820
43	3 305	88	105
44	3 859	89	983
45	2 242	90	1 002
46	1 351	91	694
47	1 499	92	82
48	2	93	1 018
49	5	94	618
50	185	95	647
51	266	96	118
52	218	97	1 076
53	1 677	98	67
54	1 071	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.

