

## 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

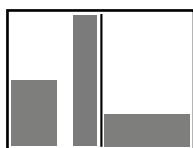
190x275 mm  
210x297 mm (bleed) + 3 mm  
**35 300 SEK**

## PRICES - BÅTTORGET



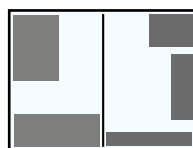
### 1/2-PAGE

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**

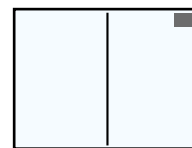
### 1/8-PAGE

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**

## PRICES FOR INSERTS

Weight (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.

**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.

## PUBLICATION

ISSUE	1	2	3	4	5	6
PUBL. DATE	26/2	1/4	7/5	4/6	10/9	10/12
COPY DATE	5/2	11/3	16/4	14/5	20/8	19/11

Circulation: 134 100 audited (TS 2019/2020)

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 134 100 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-magasin/>

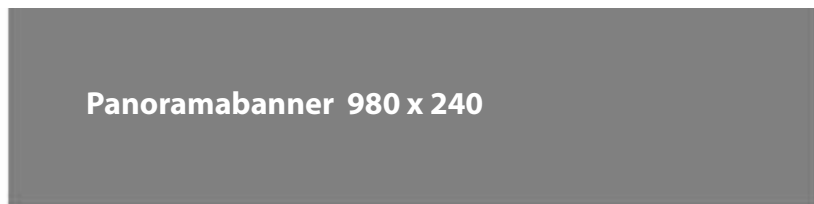
**Number of columns:** 4  
**Columnwidth/height:** 46 mm/275 mm  
**Print procedure:** Offset  
**Magazine format:** A4 (210x297 mm)  
**Colour scheme:** 4-colour  
**Raster density:** 133 lines/inch  
**Export Adobe PDF:** V-TAB\_Heatset  
**ICC-profil:** CoatedFOGRA39

## ORDER AND ARTWORK DELIVERY

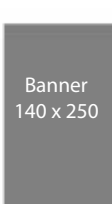
**Marina Media**  
Granitvägen 66  
183 63 Täby, Sweden

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

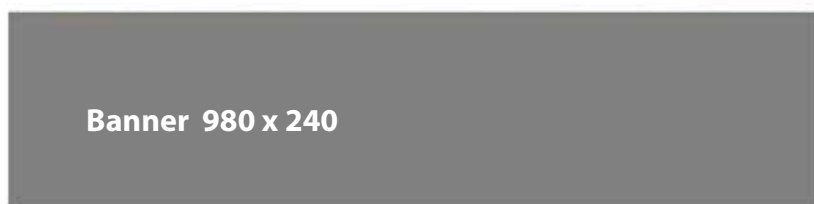
### SITE WITH MANY VISITORS



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.



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 130 000 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 9
3. Week 12
4. Week 16
5. Week 20
6. Week 24
7. Week 33
8. Week 37
9. Week 43
10. Week 48



### BOOKING/MATERIAL CONTACT

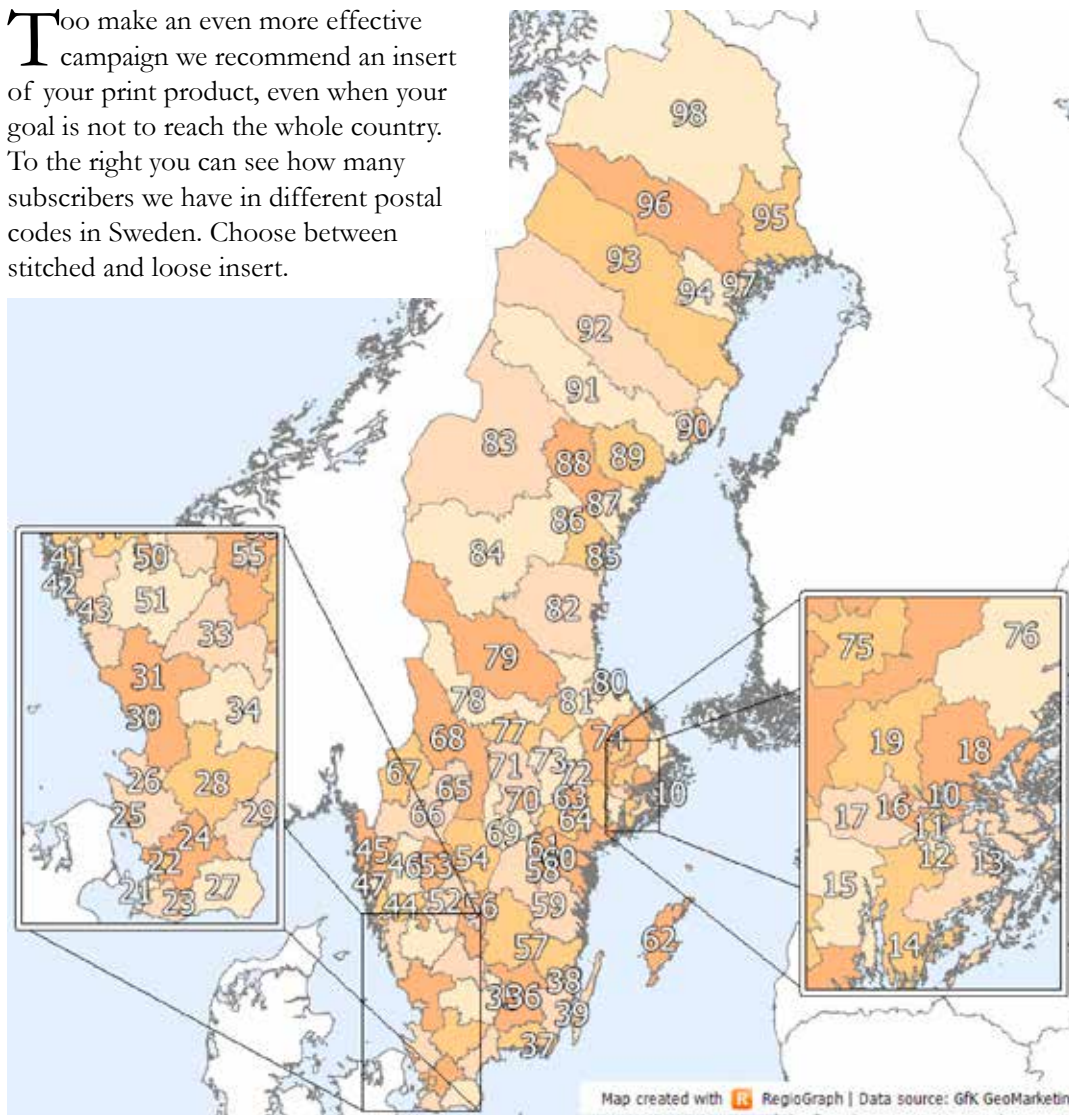
**Henrik Salén**  
 Tel. +46 706 18 61 61  
[henrik@batmedia.se](mailto:henrik@batmedia.se)  
 Marina Media  
 Granitvägen 66  
 183 63 Täby, Sweden

### 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. To the right 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	328	55	368
11	8 135	56	648
12	4 650	57	1 736
13	8 372	58	1 473
14	3 458	59	3 535
15	1 771	60	751
16	5 022	61	3 105
17	4 330	62	494
18	9 475	63	562
19	3 564	64	1 506
20	16	65	1 749
21	1 078	66	2 928
22	404	67	903
23	1 526	68	1 377
24	468	69	1 031
25	996	70	972
26	1 708	71	463
27	580	72	1 078
28	256	73	1 365
29	1 467	74	3 393
30	533	75	1 629
31	706	76	1 598
32	5	77	1 072
33	409	78	702
34	948	79	1 912
35	1 191	80	1 032
36	327	81	2 519
37	3 051	82	2 921
38	659	83	914
39	439	84	102
40	30	85	577
41	1 519	86	783
42	2 170	87	796
43	3 227	88	113
44	3 777	89	989
45	2 170	90	1 056
46	1 434	91	697
47	1 466	92	75
48	3	93	999
49	6	94	515
50	171	95	678
51	241	96	117
52	219	97	1 081
53	1 669	98	63
54	1 193	99	4



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  
henrik@batmedia.se



### 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.

