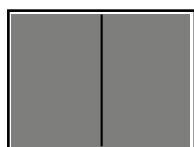


PRICES



SPREAD

400x275 mm
420x297 mm (bleed) + 3 mm
63 600 SEK



BACK COVER

190x260 mm
210x270 mm (bleed) + 3 mm
40 700 SEK



SECOND COVER

190x275 mm
210x297 mm (bleed) + 3 mm
38 625 SEK



FIRST PAGE RING

190x40 mm
210x48 mm (bleed) + 3 mm
31 700 SEK



1/1-PAGE

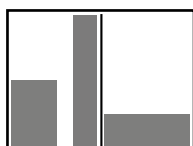
190x275 mm
210x297 mm (bleed) + 3 mm
36 400 SEK

PRICES - BÅTTORGET



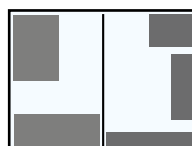
1/2-PAGE

94x275 mm
104x297 mm (bleed) + 3 mm
21 800 SEK
190x133 mm
210x145 mm (bleed) + 3 mm
21 200 SEK



1/4-PAGE

94x133 mm
46x275 mm
190x65 mm
12 900 SEK



1/4-PAGE

94x133 mm
190x65 mm
9 900 SEK

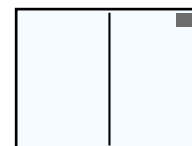
1/8-PAGE

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	1,20
20	1,30
30	1,40
40	1,50
50	1,55
60	1,70
70	1,80
80	1,90

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

NOTE! 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	4/3	1/4	6/5	3/6	16/9	9/12
COPY DATE	11/2	11/3	13/4	13/5	26/8	18/11

Circulation: 137 600 audited (TS 2021)

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 137 600 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/>

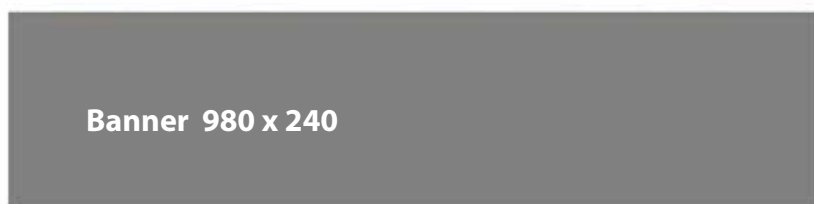
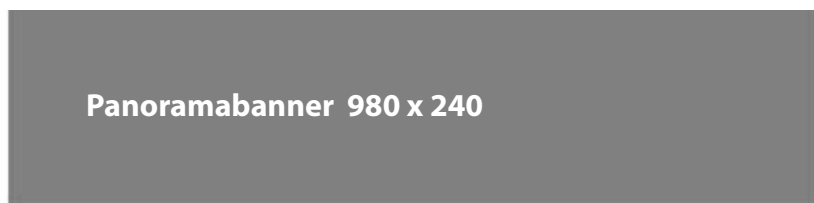
Number of columns: 4
Columnwidth/height: 46 mm/275 mm
Print procedure: Offset
Magazine format: A4 (210x297 mm)
Colour scheme: 4-colour
Raster density: 133 lines/inch
Export Adobe PDF: V-TAB_Heatset
ICC-profil: CoatedFOGRA39

ORDER AND ARTWORK DELIVERY

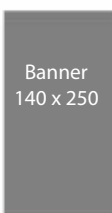
Marina Media
Granitvägen 66
183 63 Täby, Sweden

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

SITE WITH MANY VISITORS



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.



BÅTLIV NEWSLETTER

With the newsletter of Båtliv you reach 150 000 members of Swedish boatclubs.

Price per recipient is 0,4 SEK. The price includes a 640x155 pixel banner (see material specifications for batliv.se) and one advertorial with a 280x350 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 15
5. Week 19
6. Week 23
7. Week 34
8. Week 37
9. Week 43
10. Week 47



BOOKING/MATERIAL CONTACT

Henrik Salén
Tel. +46 706 18 61 61
henrik@batmedia.se

Marina Media
Granitvägen 66
183 63 Täby, Sweden

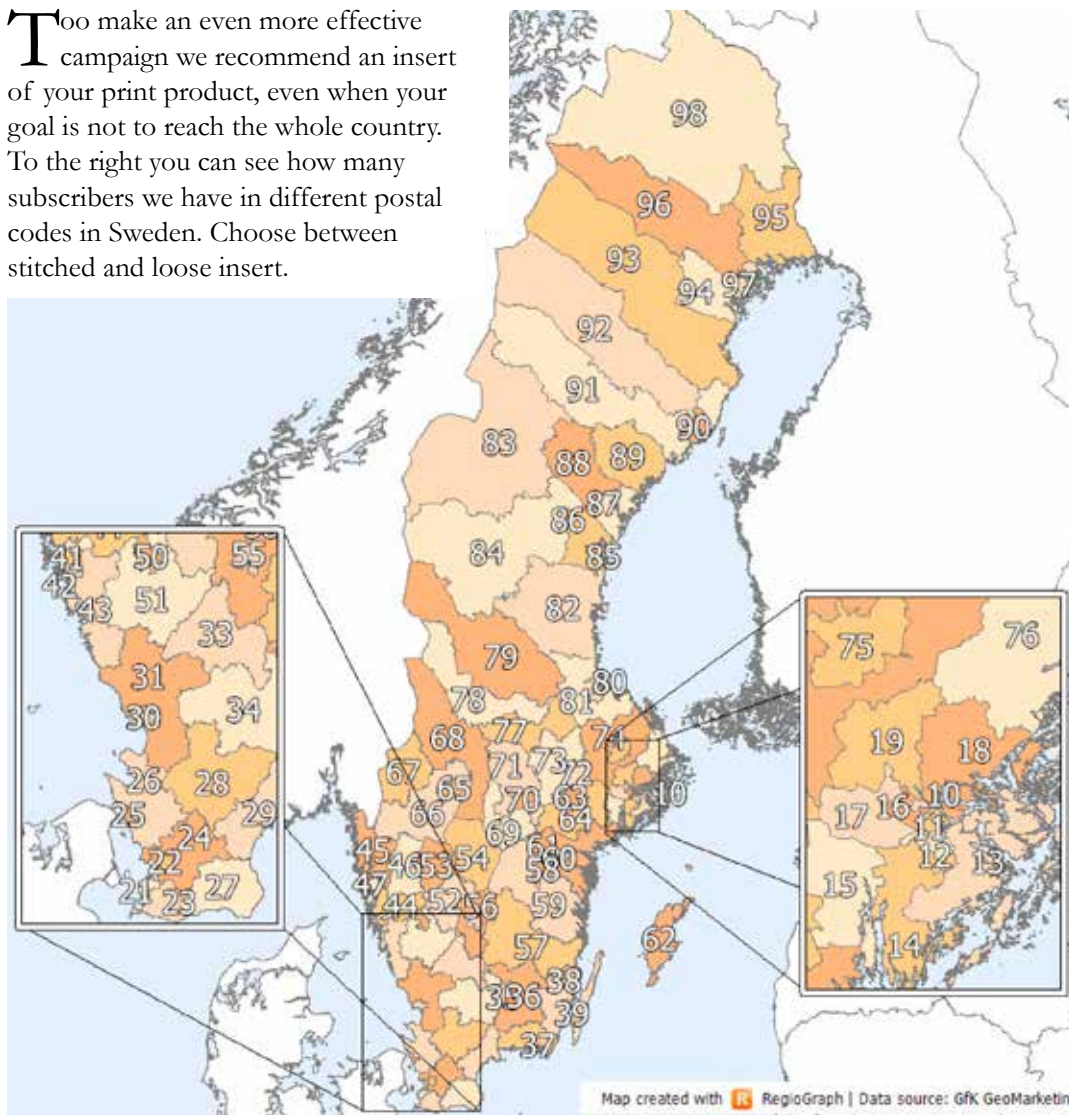
SIZE	FEBRUARY-JUNE	JULY-JANUARY
Panoramabanner 980 x 240 pixels	19 000 SEK/month	11 000 SEK/month
Banner 980 x 240 pixels	19 000 SEK/month	11 000 SEK/month
Banner 140 x 250 pixels	7 000 SEK/month	4 000 SEK/month

MATERIAL SPECIFICATIONS

We accept: **jpg, gif, png**. 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	314	55	381
11	8 335	56	652
12	4 732	57	1 704
13	8 535	58	1 566
14	3 499	59	3 360
15	1 974	60	754
16	5 042	61	3 087
17	4 297	62	490
18	9 728	63	579
19	3 596	64	1 496
20	14	65	1 810
21	1 075	66	2 963
22	420	67	939
23	1 602	68	1 404
24	484	69	1 074
25	1 317	70	987
26	1 837	71	463
27	595	72	1 123
28	272	73	1 332
29	1 488	74	3 421
30	551	75	1 680
31	714	76	1 649
32	3	77	1 139
33	412	78	752
34	965	79	2 138
35	1 234	80	1 016
36	323	81	2 542
37	3 184	82	2 949
38	663	83	1 007
39	471	84	159
40	19	85	588
41	1 641	86	802
42	2 451	87	779
43	3 345	88	114
44	3 982	89	1 146
45	2 156	90	1 054
46	1 363	91	705
47	1 692	92	83
48	1	93	1 023
49	4	94	483
50	184	95	701
51	252	96	110
52	218	97	1 069
53	1 691	98	60
54	1 239	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
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.

