

## 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

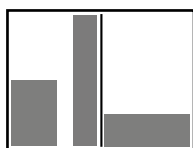
190x275 mm  
210x297 mm (bleed) + 3 mm  
**36 400 SEK**

## 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**

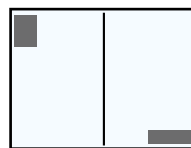


### 1/4-PAGE

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

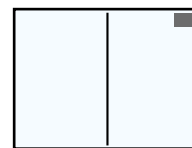
### 1/8-PAGE

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/per piece (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	3/3	6/4	5/5	2/6	15/9	8/12
COPY DATE	10/2	16/3	13/4	11/5	25/8	17/11

Circulation: 140 700 audited (TS 2021/2022)

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 140 700 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. 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/>

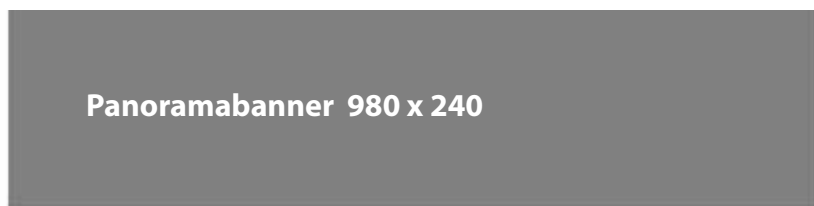
**Number of columns:** 4  
**Columnwidth/height:** 46 mm/275 mm  
**Print procedure:** Offset  
**Magazine format:** A4 (210x297 mm)  
**Colour scheme:** 4-colour  
**Raster density:** 133 lines/inch  
**Export Adobe PDF:** V-TAB\_Heatset  
**ICC-profil:** CoatedFOGRA39

## ORDER AND ARTWORK DELIVERY

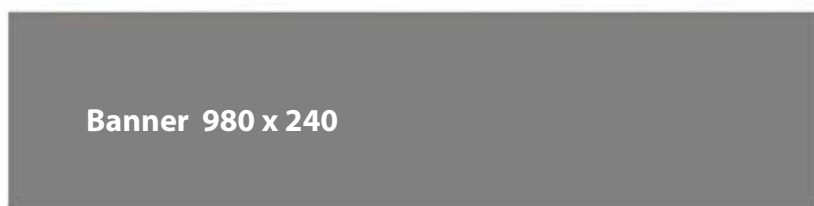
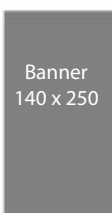
**Marina Media**  
Granitvägen 66  
183 63 Täby, Sweden

**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



**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 140 000 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. Booking only one of the two, banner or advertorial, reduces the cost to 0,25 SEK per recipient.

### NEWSLETTERS WILL BE SENT:

1. Week 4
2. Week 9
3. Week 12
4. Week 16
5. Week 21
6. Week 23
7. Week 34
8. Week 37
9. Week 41
10. Week 43
11. 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

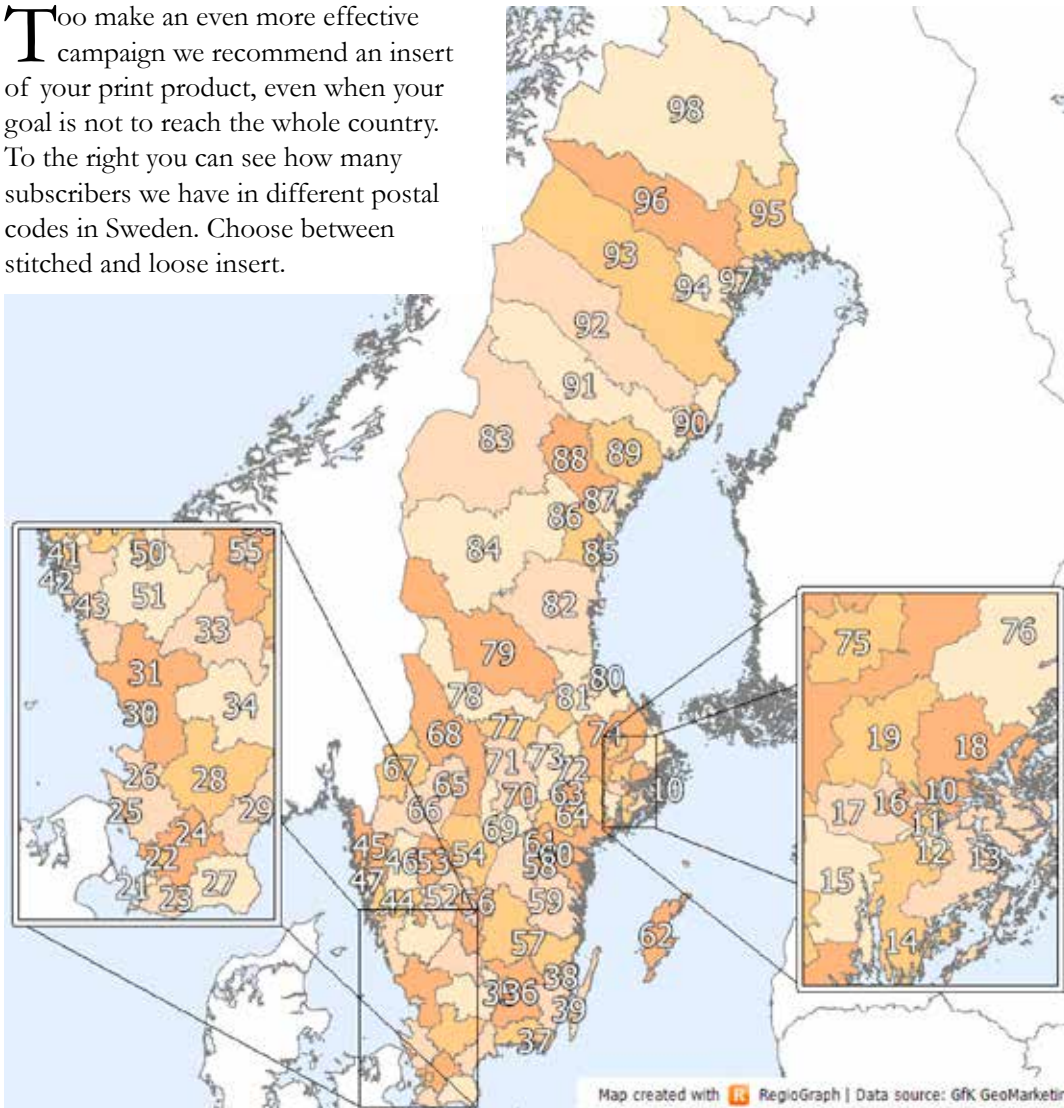
We accept: **jpg, gif, png**. Max 50 kb per banner. Please supply URL.

## 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	373
11	8352	56	667
12	4689	57	1692
13	8621	58	1560
14	3451	59	3266
15	1956	60	768
16	5043	61	3065
17	4265	62	486
18	9675	63	671
19	3580	64	1600
20	14	65	1784
21	1116	66	2960
22	408	67	931
23	1578	68	1390
24	483	69	1034
25	1312	70	970
26	1760	71	444
27	594	72	1090
28	262	73	1314
29	1493	74	3427
30	579	75	2182
31	706	76	1670
32	2	77	1145
33	403	78	723
34	950	79	2095
35	1220	80	981
36	318	81	2526
37	3178	82	2954
38	644	83	1116
39	478	84	165
40	22	85	579
41	1614	86	784
42	2379	87	767
43	3365	88	109
44	3952	89	1145
45	2084	90	1039
46	1322	91	687
47	1694	92	91
48	1	93	1035
49	5	94	512
50	178	95	687
51	249	96	111
52	217	97	1046
53	1686	98	58
54	1207	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](mailto: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.

