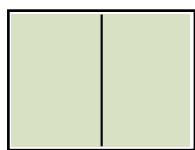


PRICES



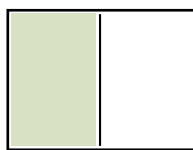
SPREAD

400x275 mm
420x297 mm (bleed) + 3 mm
64 900 SEK



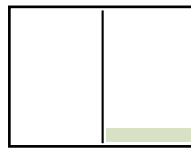
BACK COVER

190x260 mm
210x270 mm (bleed) + 3 mm
41 500 SEK



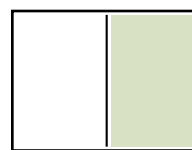
SECOND COVER

190x275 mm
210x297 mm (bleed) + 3 mm
39 400 SEK



FIRST PAGE RING

190x40 mm
210x48 mm (bleed) + 3 mm
32 300 SEK



1/1-PAGE

190x275 mm
210x297 mm (bleed) + 3 mm
37 100 SEK

PRICES - BÅTTORGET



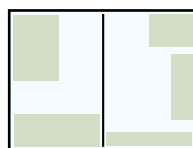
1/2-PAGE

94x275 mm
104x297 mm (bleed) + 3 mm
22 200 SEK
190x133 mm
210x145 mm (bleed) + 3 mm
21 600 SEK



1/4-PAGE

94x133 mm
46x275 mm
190x65 mm
13 100 SEK

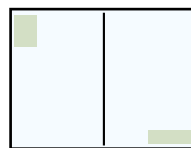


1/4-PAGE

94x133 mm
190x65 mm
10 100 SEK

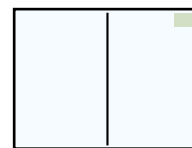
1/8-PAGE

46x133 mm
94x65 mm
190x31 mm
6 050 SEK



1/16-PAGE

46x65 mm
94x31 mm
3 400 SEK



1/32-PAGE

46x31 mm
2 000 SEK

PRICES FOR INSERTS

Weight (gram)	Loose or stapled/per piece (SEK) *
10	1,30
20	1,40
30	1,50
40	1,60
50	1,65
60	1,80
70	1,90
80	2,00

* 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 15 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	1/3	5/4	3/5	7/6	13/9	6/12
COPY DATE	9/2	12/3	11/4	15/5	23/8	15/11

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-address, 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

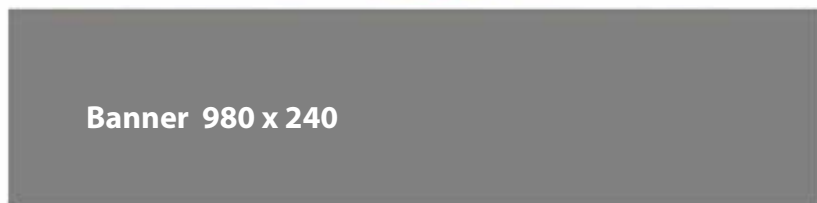
Marina Media
Granitvägen 66
183 63 Täby, Sweden

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

SITE WITH MANY VISITORS



Banner
140 x 250



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 0,41 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 0,26 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

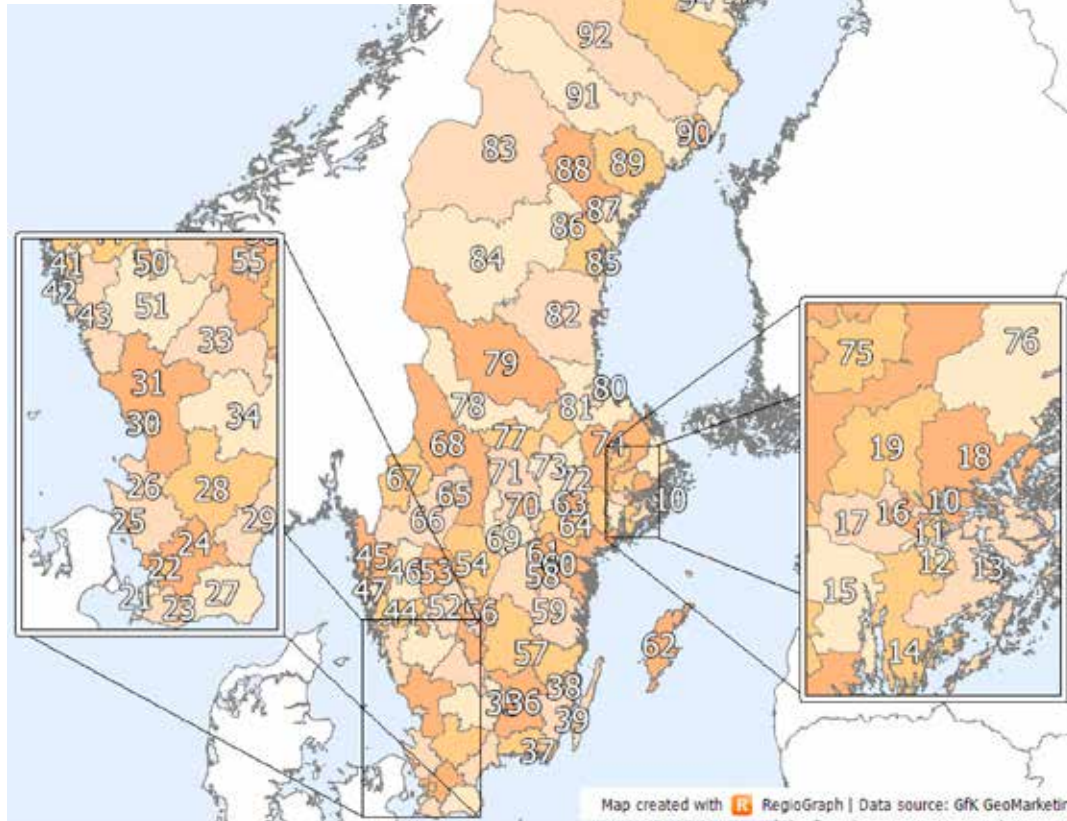
SIZE	FEBRUARY-JUNE	JULY-JANUARY
Panoramabanner 980 x 240 pixels	19 400 SEK/month	11 200 SEK/month
Banner 980 x 240 pixels	19 400 SEK/month	11 200 SEK/month
Banner 140 x 250 pixels	7 500 SEK/month	4 500 SEK/month

MATERIAL SPECIFICATIONS

We accept: **jpg, gif, png**. Max 100 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	82	55	338
11	7 987	56	663
12	4 477	57	1 618
13	8 317	58	1 506
14	3 246	59	3 183
15	1 858	60	702
16	4 974	61	2 923
17	4 079	62	484
18	9 187	63	599
19	3 326	64	1 520
20	13	65	1 768
21	1 115	66	2 837
22	398	67	870
23	1 489	68	1 347
24	438	69	890
25	1 168	70	946
26	1 656	71	421
27	578	72	1 030
28	250	73	1 247
29	1 495	74	3 144
30	563	75	1 973
31	663	76	1 601
32	3	77	1 147
33	380	78	676
34	926	79	1 926
35	1 147	80	813
36	309	81	1 510
37	3 109	82	2 841
38	576	83	978
39	466	84	163
40	19	85	541
41	1 553	86	755
42	2 292	87	708
43	3 179	88	94
44	3 831	89	1 079
45	2 075	90	1 000
46	1 245	91	662
47	1 598	92	92
48	1	93	1 025
49	3	94	455
50	168	95	680
51	224	96	102
52	201	97	999
53	1 631	98	54
54	1 184	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.

