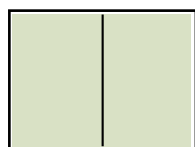


## PRICES



### SPREAD

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



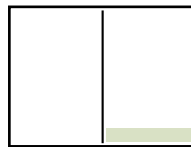
### BACK COVER

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



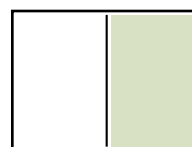
### SECOND COVER

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



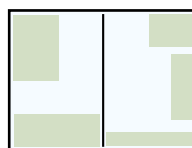
### 1/2-PAGE

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**

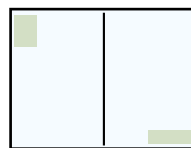


### 1/4-PAGE

94x133 mm  
190x65 mm  
**10 100 SEK**

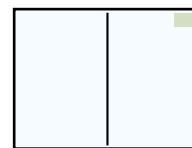
### 1/8-PAGE

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	27/2	1/4	30/4	5/6	11/9	4/12
COPY DATE	6/2	10/3	7/4	15/5	21/8	13/11

Circulation: 130 200 audited (TS 2024)

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 130 200 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-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 Stibo Complete at: [ICC-profiler | Stibo Complete](#)

**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  
**Adobe PDF export:** StiboComplete(P54)MFC\_inlaga, StiboComplete (PS1) Coated\_omslag  
**ICC-profil:** inlaga: PS4 -PSO\_MFC Paper(Fogra 41), omslag: PS1- PSO Coated v3(Fogra 51)

## ORDER AND ARTWORK DELIVERY

**Marina Media**  
Pontongränd 15, 1503  
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



**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.

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.

### BÅTLIV NEWSLETTER

With Båtliv newsletter you can directly reach around 160,000 boat club members. You can either include both a banner and an advertorial, or either an advertorial or a banner.

Price per mailing for a banner or advertorial: 19,900 SEK

Price per mailing for banner AND advertorial: 29,000 SEK

When booking 2 mailings at the same time: 10% discount. 3–4 mailings 20% discount. 5–6 mailings 25% discount. 6–9 mailings 30% discount. 10–13 mailings 35% discount and 14–16 mailings 40% discount.

Banner format: 640 x 155 pixels (see material spec. for batliv.se)

Advertorial 280 x 350 pixels image with accompanying text (max 250 characters), where you deliver text and image that we put together with an advertisement markup.

### NEWSLETTERS WILL BE SENT:

- Week 4
- Week 9
- Week 11
- Week 12
- Week 15
- Week 17
- Week 19
- Week 21
- Week 23
- Week 25



- Week 28
- Week 34
- Week 38
- Week 41
- Week 43
- Week 47

### BOOKING/MATERIAL CONTACT

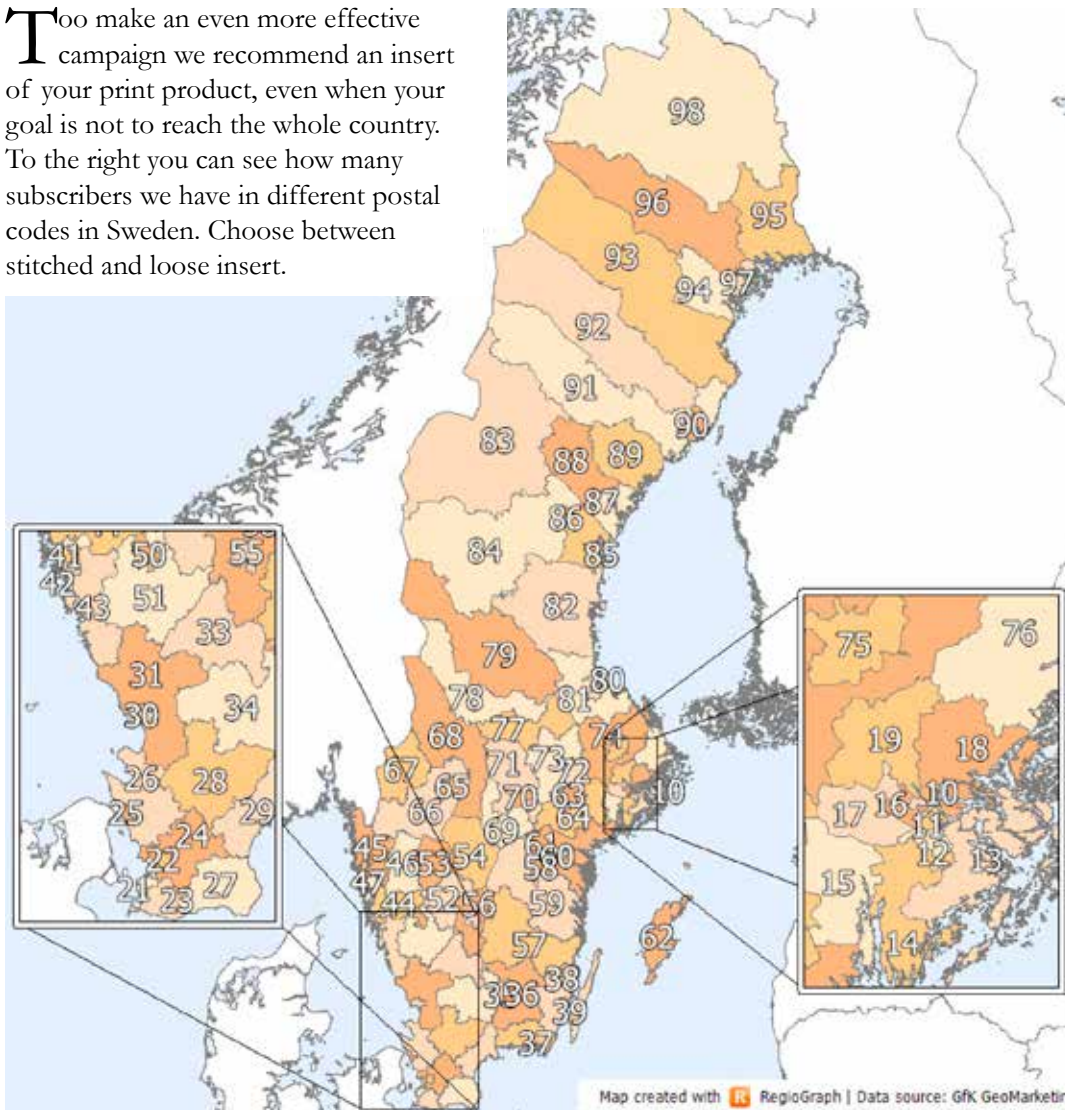
**Henrik Salén**

Tel. +46 706 18 61 61, henrik@batmedia.se

Marina Media, Pontongränd 15  
183 68 Täby, Sweden

## 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	76	55	310
11	7 855	56	659
12	4 205	57	1 500
13	7 841	58	1 412
14	2 988	59	2 846
15	1 773	60	608
16	4 747	61	2 738
17	3 876	62	422
18	7 989	63	611
19	3 070	64	1 364
20	14	65	1 800
21	1 083	66	2 833
22	404	67	807
23	1 541	68	1 277
24	432	69	891
25	1 371	70	860
26	1 575	71	408
27	561	72	958
28	245	73	1 160
29	1 319	74	3 055
30	759	75	1 831
31	838	76	1 565
32	2	77	997
33	341	78	643
34	862	79	1 849
35	1 096	80	807
36	274	81	1 156
37	2 905	82	2 674
38	482	83	938
39	441	84	143
40	24	85	456
41	1 433	86	680
42	2 102	87	683
43	2 840	88	82
44	3 657	89	1 062
45	1 906	90	959
46	1 162	91	621
47	1 585	92	87
48	1	93	952
49	5	94	417
50	143	95	652
51	209	96	107
52	183	97	882
53	1 646	98	54
54	1 120	99	2



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 24 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.

