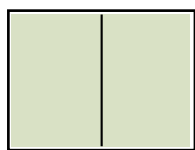


## PRICES



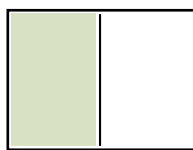
### SPREAD

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



### BACK COVER

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



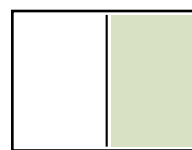
### SECOND COVER

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

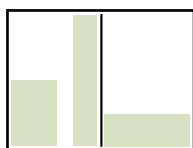
190x275 mm  
210x297 mm (bleed) + 3 mm  
**37 100 SEK**

## PRICES - BÅTTORGET



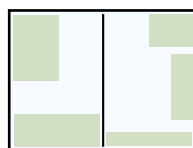
### 1/2-PAGE

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**

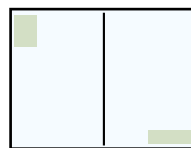


### 1/4-PAGE

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

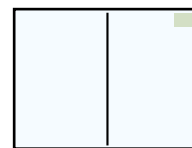
### 1/8-PAGE

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	28/2	4/4	2/5	5/6	12/9	5/12
COPY DATE	7/2	14/3	7/4	12/5	22/8	14/11

Circulation: 137 200 audited (TS 2023)

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**  
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

The screenshot shows the homepage of batliv.se. At the top, there is a panoramic banner (980 x 240 pixels) with the Batliv logo and the text 'Medlemstidning för Svenska Båtunionen'. Below this is a navigation menu with items like 'Hem', 'Nyheter', 'Stålna båtar & motorer', 'SBU', 'Reportage', 'Längsglädje', 'Kontakta oss', and 'Läs E-tidn'. The main content area features a large article titled 'Mässpremiär för Nimbus 495 Flybridge i Cannes 10 september' with a sub-headline 'Nimbus Boats kommer för första gången att visa upp den nya Nimbus 495 Flybridge på båtmässan Cannes Yachting Festival som startar 10 september. Med Nimbus [...]'. Below the article are several small thumbnail images. To the right of the main content area, there are three smaller banner slots (140 x 250 pixels).

**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 48



### BOOKING/MATERIAL CONTACT

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 Tel. +46 706 18 61 61  
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 Marina Media  
 Granitvägen 66  
 183 63 Täby, Sweden

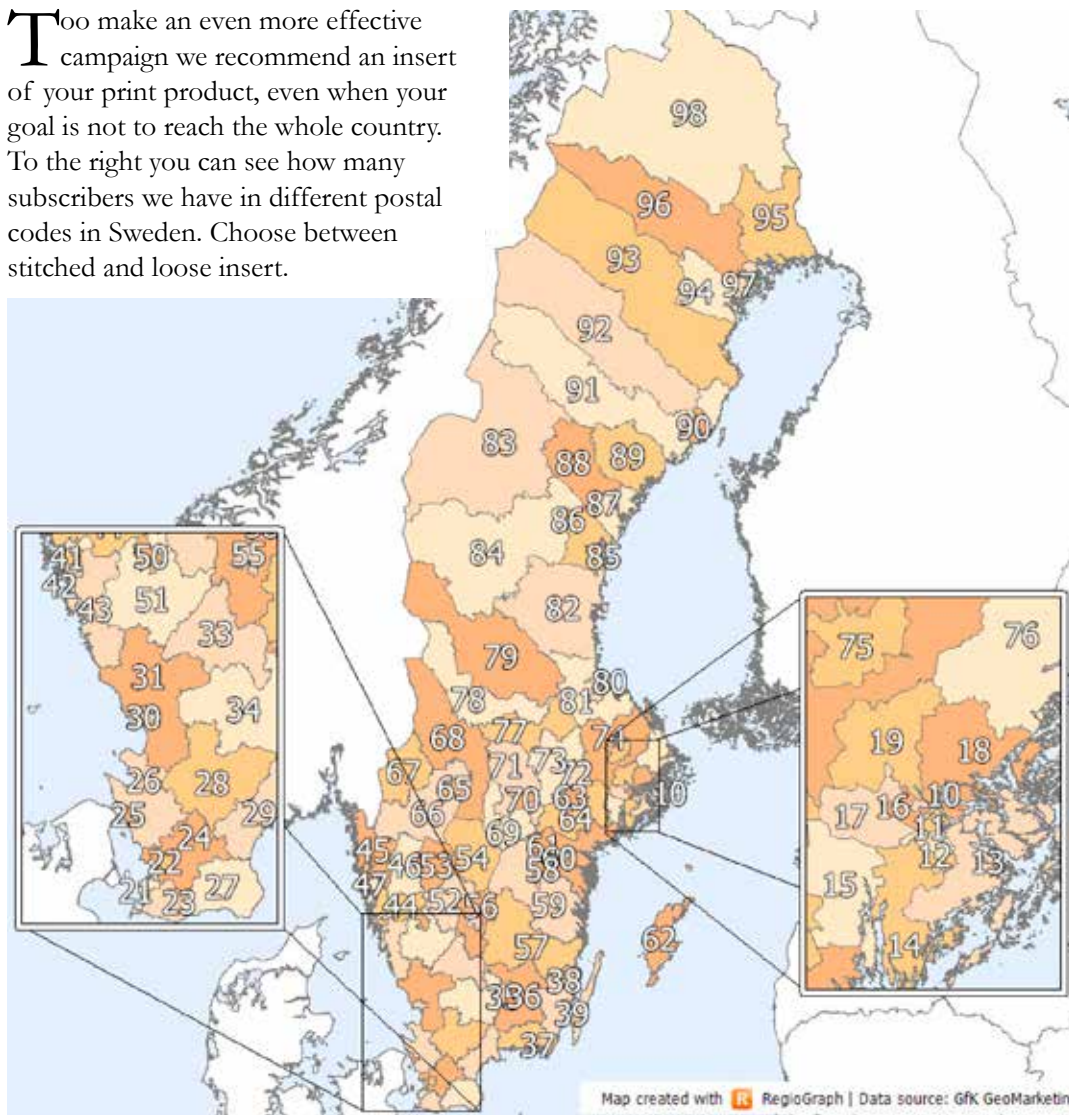
SIZE	FEBRUARY-JUNE	JULY-JANUARY
Panoramabanner 980 x 240 pixels	19 400 SEK/month	11 200 SEK/month
Banner 980 x 240 pixels	19 400 SEK/month	11 200 SEK/month
Banner 140 x 250 pixels	7 500 SEK/month	4 500 SEK/month

### 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	81	55	317
11	7 906	56	647
12	4 276	57	1 537
13	8 011	58	1 413
14	3 104	59	2 935
15	1 816	60	663
16	4 843	61	2 837
17	3 946	62	452
18	9 059	63	607
19	3 200	64	1 460
20	14	65	1 773
21	1 084	66	2 895
22	393	67	848
23	1 575	68	1 318
24	440	69	889
25	1 070	70	876
26	1 567	71	423
27	553	72	993
28	240	73	1 211
29	1 435	74	3 101
30	859	75	1 929
31	816	76	1 581
32	1	77	1 053
33	333	78	670
34	905	79	1 905
35	1 087	80	785
36	286	81	1 483
37	2 947	82	2 764
38	496	83	938
39	425	84	158
40	24	85	463
41	1 472	86	698
42	2 141	87	693
43	2 928	88	89
44	3 800	89	1 076
45	1 973	90	1 001
46	1 237	91	608
47	1 588	92	88
48	1	93	998
49	4	94	435
50	159	95	667
51	215	96	107
52	182	97	930
53	1 689	98	54
54	1 139	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.

