

2022

Reach the entire boating community
through our magazines and websites



Media Information

Norsk Maritimt Forlag AS

SEILMAGASINET

THE MAGAZINE FOR ALL SAILORS



- 93 percent of the readers are interested in advertisements for boats and equipment
- Very loyal readership
- Readers have high family income
- Provides readers with technological insight
- Takes the pulse of trends
- Exclusive and inspiring
- Practical and useful

SEILmagasinet cooperates with 20 of the biggest sailing clubs around the country.

EDITIONS IN 2022

Issue	Material deadline	Published
No 1	28.01.22	14.02.22
No 2	11.03.22	28.03.22
No 3	29.04.22	16.05.22
No 4	10.06.22	27.06.22
No 5	19.08.22	05.09.22
No 6	21.10.22	07.11.22

6 editions per year
Circulation: 11 750
Readers: 43 000 (Kantar TNS)

Ad orders
salg@seilmagasinet.no

Ad material
annonser@seilmagasinet.no

PRICES AND FORMATS

	Price per issue NOK ex VAT	Format mm WidthxHeight
2/1 page	35 800	440x297
1/1 page	19 800	220x297
1/2 page	12 800	184x130 / 90x262
1/4 page	7 400	184x63 / 90x130
Inside front cover	24 800	220x297
Inside back cover	23 800	220x297
Outside back cover	26 800	220x297

seilmagasinet.no



- Daily news updates
- Newsletter twice a week (12,000 recipients)
- Weekly newsletter
- Dedicated Sail Race System
- Regatta and racing

- Tests and reportages
- Industry trends and technology
- How-To-articles about sailing
- Boats and equipment
- Large article archive
- Cooperating with vg.no

PRICES AND FORMATS

	Price per week NOK ex VAT	Format px Desktop	Format px Mobile
Top banner*	5 000	1058x300	620x300
Surround/Wallpaper*	10 000	1920x1200	620x300
Netboard full width*	5 000	1058x300	620x300
Netboard*	4 000	620x300	620x300
Scrollover*	10 000	1920x1080	400x800
Newsletter banner	3 000	620x300	620x300
Native ad (content marketing)	on request	-	-

60 000 users
150 000 page views
Per month. Source: Google Analytics.

Ad orders
salg@seilmagasinet.no

Ad material
nettannonser@seilmagasinet.no

* Up to three ads in depth

BÅTMAGASINET

A MODERN POWERBOAT MAGAZINE



- Covers powerboats and yachting
- 92 percent of the readers are interested in advertisements for boats and equipment
- The readers have very high income
- Inspiring and useful articles
- Broad circulation mainly in Norway
- Takes the pulse of trends
- Plenty of useful consumer content

Båtmagasinet merged with Båtliv in 2020. More than 100 000 enthusiastic boaters read every issue.

EDITIONS IN 2022

Issue	Material deadline	Published
No 1	14.01.22	31.01.22
No 2	18.02.22	07.03.22
No 3	17.03.22	04.04.22
No 4	15.04.22	02.05.22
No 5	13.05.22	30.05.22
No 6	10.06.22	27.06.22
No 7	29.07.22	15.08.22
No 8	02.09.22	17.09.22
No 9	07.10.22	24.10.22
No 10	18.11.22	05.12.22

10 editions per year
Circulation: 10 800
Readers: 115 000 (Kantar TNS)

Ad orders
salg@batmagasinet.no

Ad material
annonser@batmagasinet.no

PRICES AND FORMATS

	Price per issue NOK ex VAT	Format mm WidthxHeight
2/1 page	49 000	440x297
1/1 page	27 500	220x297
1/2 page	15 500	184x130 / 90x262
1/4 page	9 000	184x63 / 90x130
Inside front cover	30 000	220x297
Inside back cover	29 500	220x297
Outside back cover	36 000	220x297

batmagasinet.no



100 000 users
250 000 page views
Per month. Source: Google Analytics.

Ad orders
salg@batmagasinet.no

Ad material
nettannonser@batmagasinet.no

- Daily news updates
- Newsletter twice a week (16,000 recipients)
- Powerboats and equipment
- Test and reportages
- Industry trends and technology

- How-To-articles about boating
- Features and inspiration
- Video and live web-TV
- Large article archive
- Cooperating with vg.no

PRICES AND FORMATS

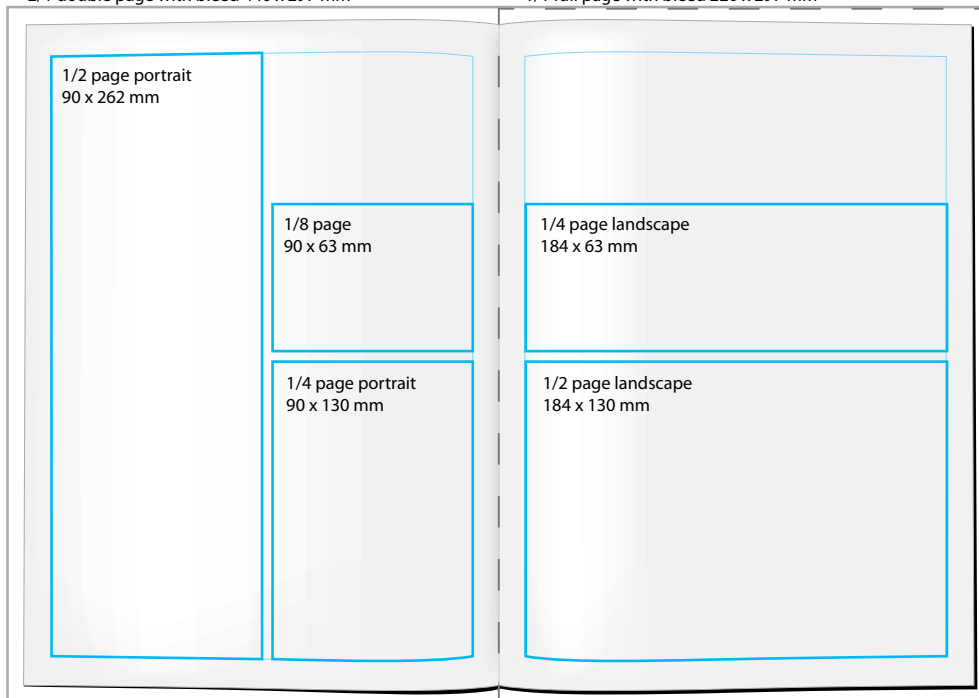
	Price per week NOK ex VAT	Format px Desktop	Format px Mobile
Top banner*	5 000	1058x300	620x300
Surround/Wallpaper*	10 000	1920x1200	620x300
Netboard full width*	5 000	1058x300	620x300
Netboard*	4 000	620x300	620x300
Scrollover*	10 000	1920x1080	400x800
Newsletter banner	3 000	620x300	620x300
Native ad (content marketing)	on request	-	-

* Up to three ads in depth

MODULE MAP SHEET

2/1 double page with bleed 440 x 297 mm

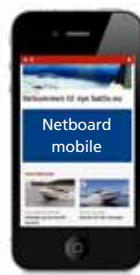
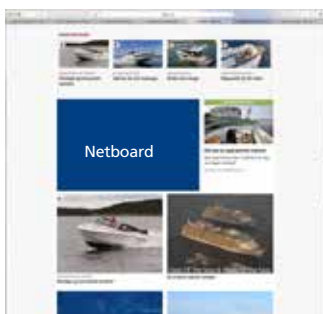
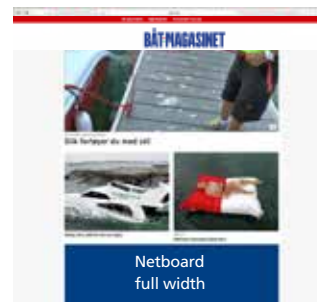
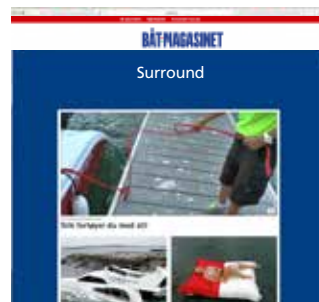
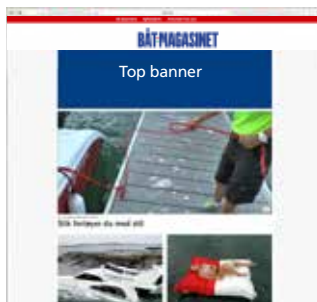
1/1 full page with bleed 220 x 297 mm



PRINT AD SPECIFICATIONS

- Ads must be delivered as PDF with images in 300 dpi.
- Ads in less than full page formats must be delivered without bleed.
- Full pages must be 5 mm bleed on all sides.
- We ask that all text, logos and other important information is set 10 mm from the net format borders.
- You can download our colour profile under Technical information on our websites.
- We design simple ads for you upon request.

Further information:
batmagasinet.no/annonser



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CONTACT INFORMATION



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BÅT:MAGASINET

www.batmagasinet.no

SEIL
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We can help you with content marketing.
Please visit batmagasinet.no/annonser

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