



2022

Reach the entire boating community
through our magazines and websites

Media Information

Norsk Maritimt Forlag AS

SEILMAGASINET

THE MAGAZINE FOR ALL SAILORS



6 editions per year
Circulation: 11 800
Readers: 47 000 (Kantar TNS)

Ad orders
salg@seilmagasinet.no

Ad material
annonser@seilmagasinet.no

- 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

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



50 000 monthly users
200 000 monthly page views
Per month. Source: Google Analytics.

Ad orders
salg@seilmagasinet.no

Ad material
nettannonser@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	-	-

* 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: 113 000 (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



205 000 monthly users
470 000 monthly 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

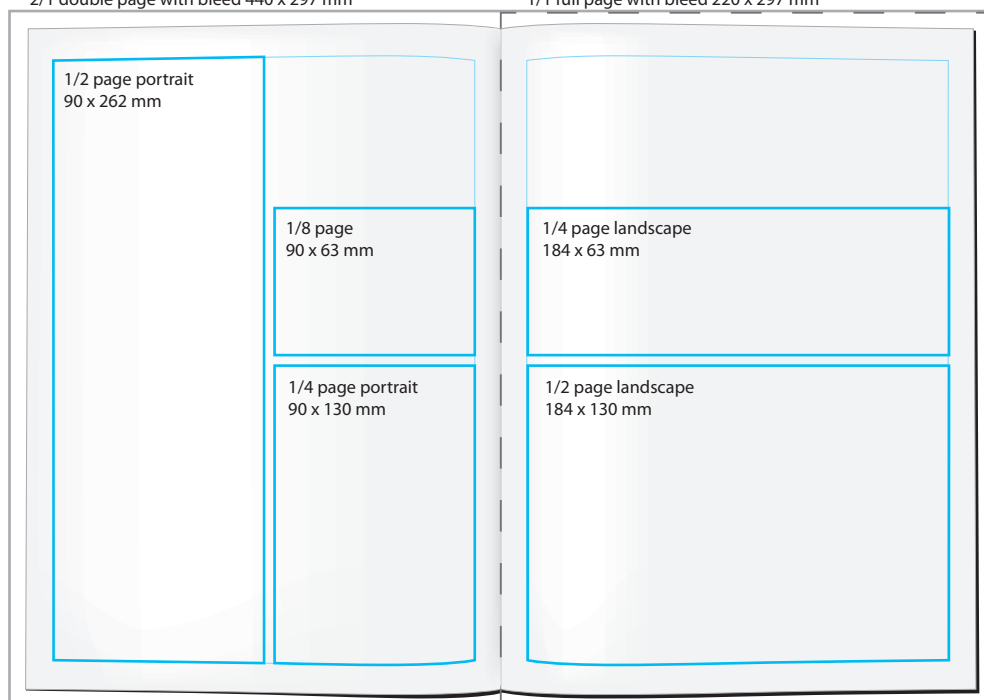
	Price per week NOK ex VAT	Format px Desktop	Format px Mobile
Top banner*	5 000	1058x300	620x300
Surround/Wallpaper*	10 000	1920x1200	620x300
Netboard full width*	5 000	1058x300	620x300
Netboard*	4 000	620x300	620x300
Scrollover*	10 000	1920x1080	400x800
Newsletter banner	3 000	620x300	620x300
Native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

* Up to three ads in depth

MODULE MAP SHEET

2/1 double page with bleed 440 x 297 mm

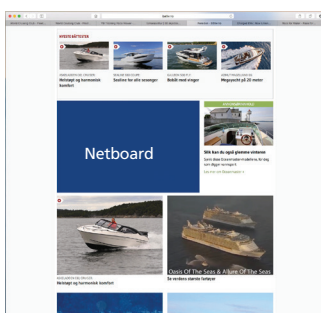
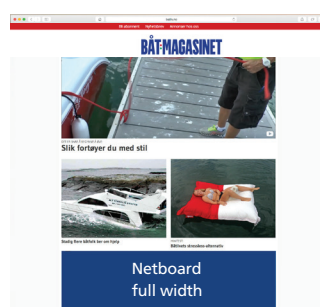
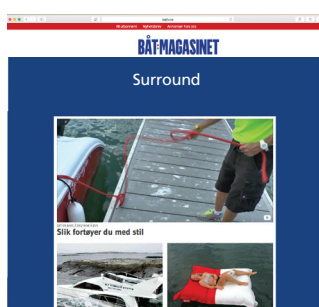
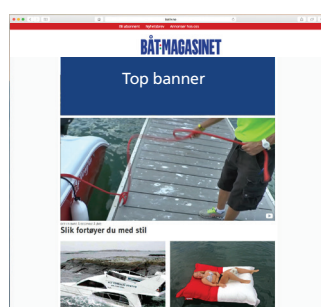
1/1 full page with bleed 220 x 297 mm



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
magasinet.no

www.seilmagasinet.no

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

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