



BÅT MAGASINET

Båtmagasinet is Scandinavia's leading publication about powerboats on Internet, Web-TV and printed magazine



Båtmagasinet publications

Internet: 1,2 million unique visitors

Magazine: 100 000 readers per issue

Newsletter: 18 000 subscribers

Web-TV: 349 504 Plays

Facebook: 34 000 followers

Target group: Men over 50 years, CEO, boardleaders and company owners, income above 140 000 euro (Source Data Factory)