



BÅT·MAGASINET

SEIL
magasinet.no

2026

Reach the entire boating community
through our multimedia channels.



Media Information

Norsk Maritimt Forlag AS

SHARE YOUR PASSION WITH OUR AUDIENCE

Scandinavians can choose between many forms of holiday and leisure activities. The interest in boats does not come by itself. Someone must create the desire for boating. That's our job!



Our journalists are constantly on the move testing boats and making reports.

We have conveyed stories from boating for over 40 years, to the benefit and enjoyment of boaters.

What started with Båtmagasinet and SEILmagasinet is now a multimedia business with websites, newsletters and web TV broadcasts. It's all about inspiring people to a safe and good boating life. Båtmagasinet is the motorboater's favorite publication in Scandinavia, and SEILmagasinet is Scandinavia's only purely sailing publication. Today Båtmagasinet has more online visitors than any other boating publication in Europe.

We are Scandinavia's leading publisher of boating content. We also collaborate with Scandinavia's leading media company, Schibsted, on the Magasin+ app.

Advertising is often perceived as noise, but as an advertiser in Båtmagasinet or SEILmagasinet, you are a welcome guest at people's homes with your advertisements. Nine out of ten of our readers/users/viewers want advertising about boats and boat equipment. We can help you with online and offline advertising.

You can also launch your news in the form of a commercial on online TV at our websites.

Welcome to our universe of boaters and yachtsmen! At batmagasinet.no you will find more information about Båtmagasinet and at seilmagasinet.no you will find more information about SEILmagasinet.

We look forward to sharing your passion with our audience in 2026!

A handwritten signature in blue ink, reading 'Ole Henrik Nissen-Lie'.

Ole Henrik Nissen-Lie

Publisher, Norsk Maritimt Forlag AS





8 editions per year
7 600 avg. circulation
99 000 readers (Kantar TNS)

Ad orders: salg@batmagasinet.no

Ad material: annonser@batmagasinet.no

BÅTMAGASINET



A MODERN POWERBOAT MAGAZINE

EDITIONS IN 2026

- 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

Norway's leading boating magazine, with more than 99 000 enthusiastic boaters read every issue.

Issue	Materials due	Published
No 1	09.01.2026	02.02.2026
No 2	13.02.2026	09.03.2026
No 3	13.03.2026	01.04.2026
No 4	30.04.2026	18.05.2026
No 5	29.05.2026	22.06.2026
No 6	31.07.2026	24.08.2026
No 7	18.09.2026	12.10.2026
No 8	06.11.2026	30.11.2026

PRICES AND FORMATS

	Price per issue (NOK ex VAT)	Format mm Width x Height
2/1 page	53 900	440 x 297
1/1 page	30 300	220 x 297
1/2 page	17 100	184 x 130 / 90 x 262
1/4 page	9 900	90 x 130
Inside front cover	33 000	220 x 297
Inside back cover	32 500	220 x 297
Outside back cover	39 600	220 x 297

SEILMAGASINET

THE MAGAZINE FOR ALL YACHTSMEN

EDITIONS IN 2026

- 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
- Exclusive and inspiring
- Practical and useful

SEILmagasinet cooperates with 20 of the largest sailing associations in Norway.

Issue	Materials due	Published
No 1	16.01.2026	09.02.2026
No 2	27.02.2026	23.03.2026
No 3	17.04.2026	11.05.2026
No 4	29.05.2026	22.06.2026
No 5	07.08.2026	31.08.2026
No 6	09.10.2026	02.11.2026



PRICES AND FORMATS

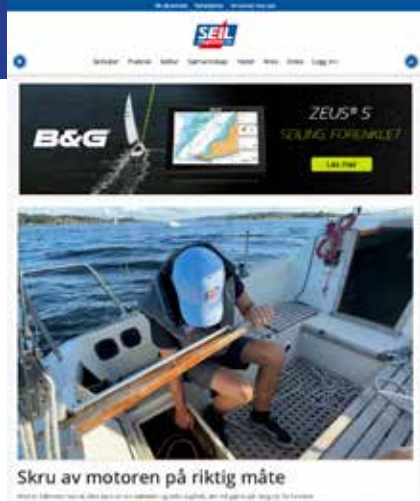
	Price per issue (NOK ex VAT)	Format mm Width x Height)
2/1 page	39 400	440 x 297
1/1 page	21 800	220 x 297
1/2 page	14 100	184 x 130 / 90 x 262
1/4 page	8 200	90 x 130
Inside front cover	27 300	220 x 297
Inside back cover	26 200	220 x 297
Outside back cover	29 500	220 x 297

6 editions per year
9 600 avg. circulation
42 000 readers (Kantar TNS)

Ad orders: salg@seilmagasinet.no

Ad material: annonser@seilmagasinet.no

seilmagasinet.no



550K unique visitors yearly

Source: Google Analytics.

- Daily news updates
- Newsletter twice a week (14 000 recipients)
- Facebook publishing (12 000 followers)
- Regatta and racing
- Tests and reports
- Industry trends and technology
- How-to articles about sailing
- Boats and equipment
- Large article archive
- Europe's largest guide with sailboat tests
- Video and live web-TV

BANNERS AND PRICES

Price per CPM (NOK ex VAT)

Topboard	390
Megaboard	580
Brandboard	290
Netboard	200
Skyscraper	290
Video preroll	590

Native ad regular	5 000/week
Native ad regular	9 000/week

See back page for valid formats

Newsletters

We send our editorial newsletters twice a week to a combined audience of more than 30 000 subscribers, here you can show yourself off with advertisements that give a good response. The recipients themselves have requested the content, and the opening rate is around 50 percent.

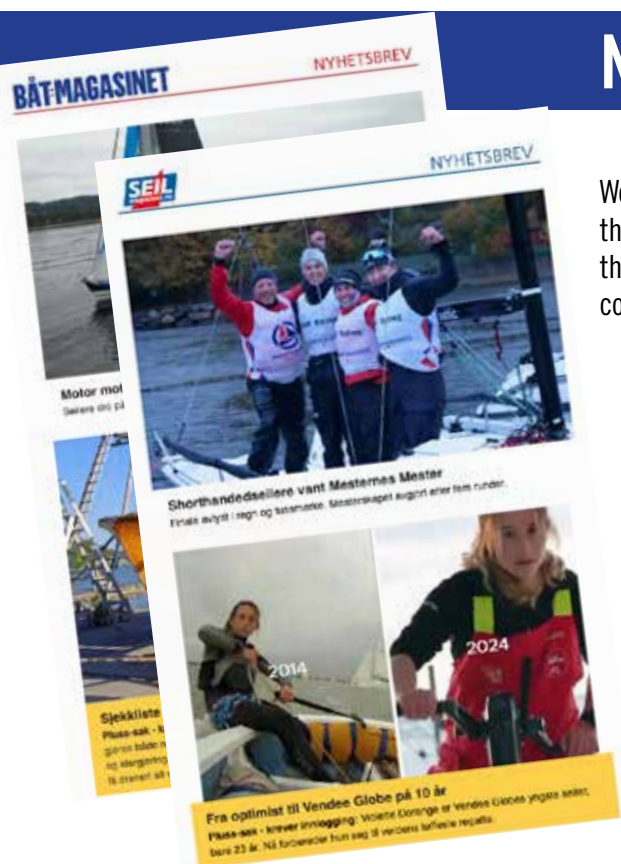
17 000+ recipients powerboats
14 000+ recipients sailing

BANNERS AND PRICES

Price per mail-out (NOK ex VAT)

Newsletter topboard	5 500
Newsletter netboard	5 500
Newsletter native ad	5 500

See back page for valid formats





1,2M unique visitors yearly

Source: Google Analytics.

batmagasinet.no

- Daily news updates
- Newsletter twice a week (17 000 recipients)
- Facebook publishing (33 000 followers)
- Powerboats and equipment
- Tests and reports
- Industry trends and technology
- How-to articles about boating
- Features and inspiration
- Video and live web-TV
- Large article archive
- Europe's largest guide with powerboat tests

BANNERS AND PRICES

	Price per CPM (NOK ex VAT)
Topboard	390
Megaboard	580
Brandboard	290
Netboard	200
Skyscraper	290
Video preroll	590
Native ad regular	5 000/week
Native ad regular	9 000/week

See back page for valid formats

Online TV



Are you going to launch a new boat or other exciting product for boaters? Join the Web-TV success! Both Båtmagasinet and SEILmagasinet run online TV broadcasts with informative and inspiring programs eight and six times a year respectively, mirroring the magazines' publishing schedule.

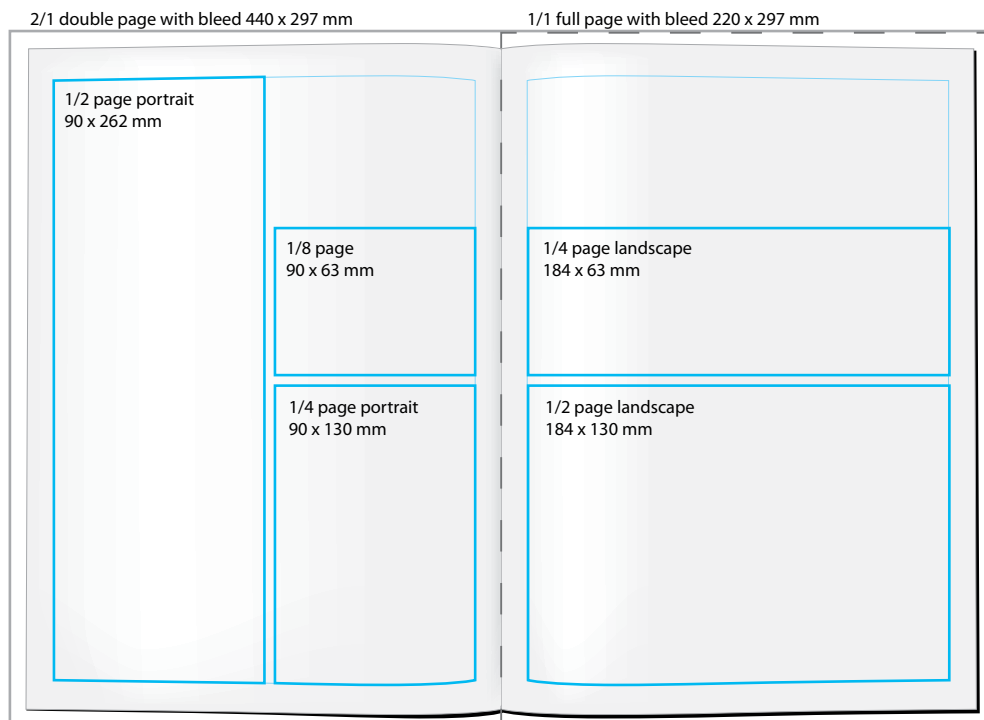
These are editorial broadcasts from Scandinavia's leading boat editorial team. Here you can get advertising space in the broadcasts. We publish new videos on batmagasinet.no and seilmagasinet.no weekly. Here you can show a video of your boat to an interested audience.

Video formats	Filetype	Video size
Pre-, mid- and post rolls	MP4	1080p/720p

AD CLIPS AND PRICES

	Price per CPM (NOK ex VAT)
Video pre-, mid- and post rolls	590
	Price per episode (NOK ex VAT)
3 minutes advertorial	20 000

MODULE MAP SHEET



PRINT AD SPECIFICATIONS

- Ads must be delivered as CMYK 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

Please send ads to;

annonser@batmagasinet.no
annonser@seilmagasinet.no

ONLINE AD SIZES

Web formats	Desktop	Mobile size
Topboard	980x150 / 980x300 px	320x250 px
Netboard	580x400 px	320x250 px
Brandboard	980x300 px	580x400 px
Megaboard	1920x1080 px	400x800 px
Skyscraper/Sticky (Two positions available)	180x500 px	

Newsletter formats	Desktop	Mobile size
Topboard	580x400 px	580x400 px
Netboard	580x400 px	580x400 px

Video formats	Filetype	Video size
Pre-, mid- and post rolls	MP4	1080p/720p
WebTV slots - up to 3 minutes	MP4	1080p/720p

We can help you with content marketing. For further information, please visit
batmagasinet.no/annonser • seilmagasinet.no/annonser

Please send ads to;

nettannonser@batmagasinet.no
nettannonser@seilmagasinet.no

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