



2024

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 in Norway.

EDITIONS IN 2024

Issue	Materials due	Published
No 1	26.01.24	12.02.24
No 2	08.03.24	25.03.24
No 3	26.04.24	13.05.24
No 4	07.06.24	27.06.24
No 5	16.08.24	02.09.24
No 6	18.10.24	04.11.24

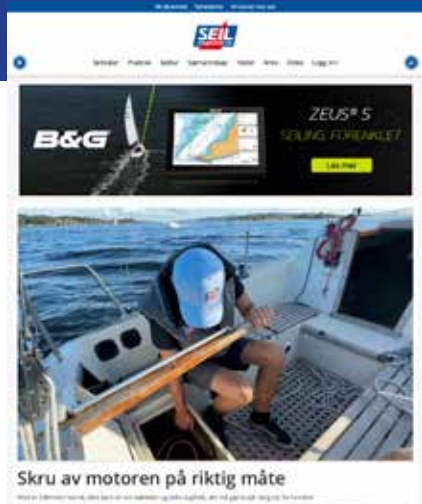
6 editions per year
11 200 avg. circulation
60 000 readers (Kantar TNS)

Ad orders
salg@seilmagasinet.no

Ad material
annonser@seilmagasinet.no

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



seilmagasinet.no

- Daily news updates
- Newsletter twice a week (12 000 recipients)
- Facebook publishing (12 000 followers)
- 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

105 000 monthly users
545 000 monthly pageviews

Source: Google Analytics.

Ad orders
salg@seilmagasinet.no

Ad material
nettannonser@seilmagasinet.no

BANNERS AND PRICES

	Price per week (NOK ex VAT)
Top banner*	5 500
Surround/Wallpaper	11 000
Netboard full width	5 500
Netboard	4 400
Scrollover	11 000
Newsletter banner	3 300
Native ad (website + Facebook)	11 000
Native ad (newsletter, per mailing)	5 500

See www.seilmagasinet.no for valid formats



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 110 000 enthusiastic boaters read every issue.

EDITIONS IN 2024

Issue	Materials due	Published
No 1	12.01.24	29.01.24
No 2	16.02.24	04.03.24
No 3	29.03.24	15.04.24
No 4	03.05.24	20.05.24
No 5	07.06.24	24.06.24
No 6	09.08.24	26.08.24
No 7	27.09.24	14.10.24
No 8	15.11.24	02.12.24

8 editions per year
8 700 avg. circulation
131 000 readers (Kantar TNS)

Ad orders
salg@batmagasinet.no

Ad material
annonser@batmagasinet.no

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



205 000 monthly users
730 000 monthly pageviews

Source: Google Analytics.

Ad orders
salg@batmagasinet.no

Ad material
nettannonser@batmagasinet.no

batmagasinet.no

- Daily news updates
- Newsletter twice a week (17 000 recipients)
- Facebook publishing (33 000 followers)
- 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

BANNERS AND PRICES

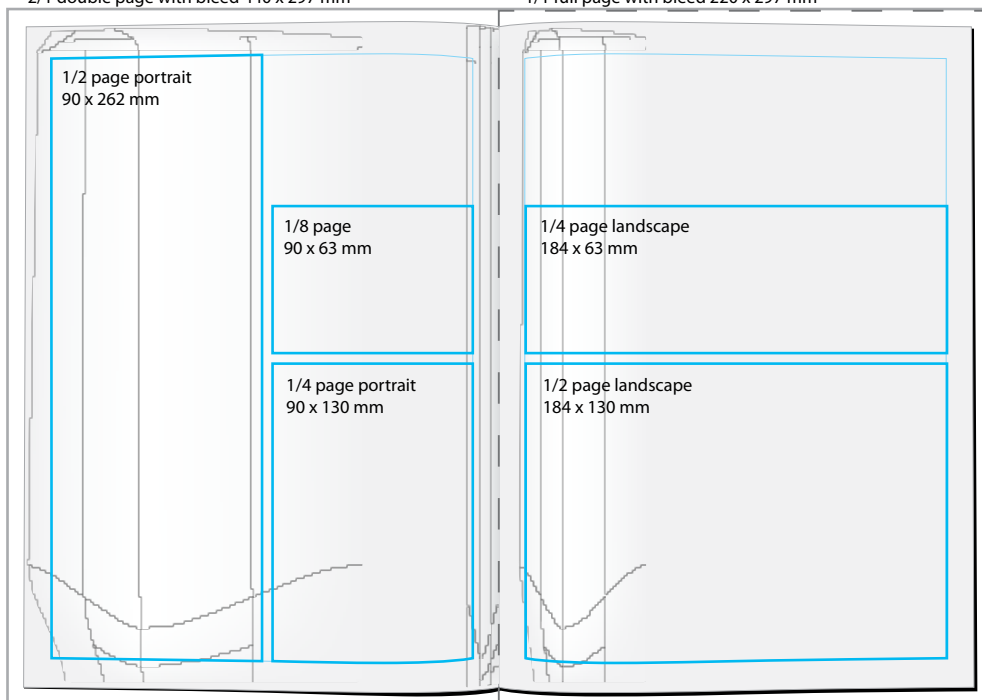
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Netboard*	4 400
Scrollover*	11 000
Newsletter banner	3 300
Native ad (website + Facebook)	11 000
Native ad (newsletter, per mailing)	5 500

See www.batmagasinet.no for valid formats

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 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

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

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