

BÅT·MAGASINET

SEIL
magasinet.no

2025

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.

We are Scandinavia's leading publisher of boating content. We also collaborate with Scandinavia's leading media company, Schibsted, on the publication of VG Båt and 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 2025!

A handwritten signature in blue ink, appearing to read 'Ole Henrik Nissen-Lie'.

Ole Henrik Nissen-Lie
Publisher, Norsk Maritimt Forlag AS





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

Norway's leading boating magazine, with more than 110 000 enthusiastic boaters read every issue.

EDITIONS IN 2025

Issue	Materials due	Published
No 1	10.01.2025	27.01.2025
No 2	14.02.2025	03.03.2025
No 3	28.03.2025	11.04.2025
No 4	02.05.2025	19.05.2025
No 5	06.06.2025	23.06.2025
No 6	08.08.2025	25.08.2025
No 7	26.09.2025	13.10.2025
No 8	14.11.2025	01.12.2025

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

8 editions per year
8 700 avg. circulation
99 000 readers (Kantar TNS)

Ad orders: salg@batmagasinet.no

Ad material: annonser@batmagasinet.no

SEILMAGASINET

THE MAGAZINE FOR ALL YACHTSMEN

- 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

EDITIONS IN 2025

Issue	Materials due	Published
No 1	24.01.2025	10.02.2025
No 2	07.03.2025	24.03.2025
No 3	25.04.2025	12.05.2025
No 4	06.06.2025	23.06.2025
No 5	15.08.2025	01.09.2025
No 6	17.10.2025	03.11.2025

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

PRICES AND FORMATS

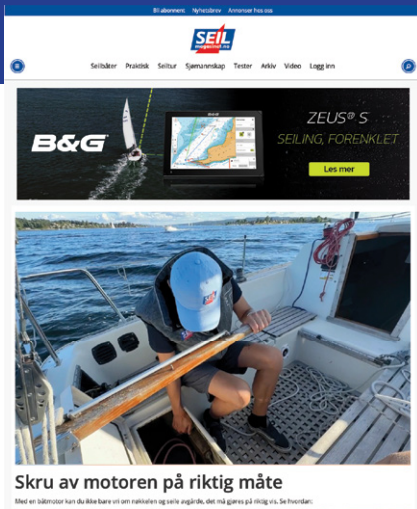
	Price per issue (NOK ex VAT)	Format mm Width x Height)
2/1 page	39 400	440 x 297
1/1 page	21 800	220 x 297
1/2 page	14 100	184 x 130 / 90 x 262
1/4 page	8 200	90 x 130
Inside front cover	27 300	220 x 297
Inside back cover	26 200	220 x 297
Outside back cover	29 500	220 x 297



6 editions per year
11 200 avg. circulation
42 000 readers (Kantar TNS)

Ad orders: salg@batmagasinet.no

Ad material: annonser@batmagasinet.no



550K unique visitors yearly

Source: Google Analytics.

seilmagasinet.no

- Daily news updates
- Newsletter twice a week (13 000 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, Netboard, Sky scraper	195
Brand board	390
Board XL	300
Surround	360
Video pre-, mid- and post rolls	500

Price per week (NOK ex VAT)

Native ad (website + Facebook)	11 000
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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
13 000+ recipients sailing

BANNERS AND PRICES

Price per mail-out (NOK ex VAT)

Newsletter topboard	5 000
Newsletter netboard	5 000
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

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	Price per CPM (NOK ex VAT)
Topboard, Netboard, Sky scraper	195
Brand board	390
Board XL	300
Surround	360
Video pre-, mid- and post rolls	500

	Price per week (NOK ex VAT)
Native ad (website + Facebook, per week)	11 000

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

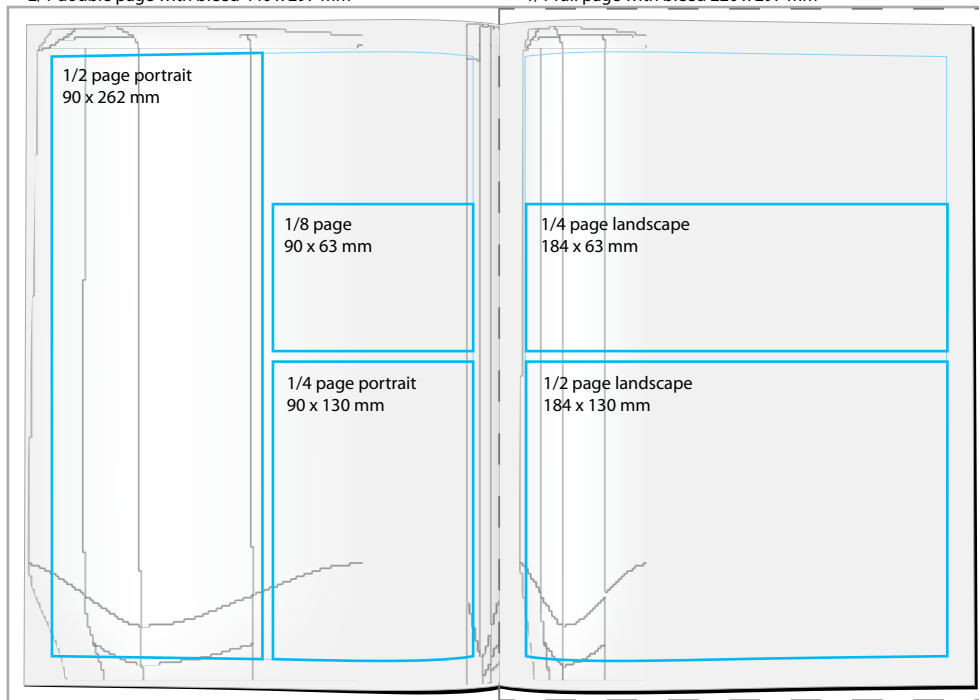
	Price per CPM (NOK ex VAT)
Video pre-, mid- and post rolls	500

	Price per episode (NOK ex VAT)
3 minutes advertorial	20 000

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

Please send ads to;

annonser@batmagasinet.no

annonser@seilmagasinet.no

ONLINE AD SIZES

Web formats	Desktop	Mobile size
Topboard	980x150 / 980x300 / 1053x300 px	320x250 px
Netboard	580x400 / 620x300 px	
Brandboard	980x600 / 1053x300 px	
Board XL		320x400 px
Surround	1010x150 px + 2x180x500px	
Sky scraper	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

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

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