



2021

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 around the country.

Editions in 2021

Issue	Material deadline	Published
No 1	22.01.21	08.02.21
No 2	26.02.21	15.03.21
No 3	23.04.21	10.05.21
No 4	11.06.21	28.06.21
No 5	20.08.21	06.09.21
No 6	29.10.21	15.11.21

(Subject to changes.)

6 editions per year
Circulation: 13,000
Readers: 43,000 (Kantar TNS)

Ad orders
salg@seilmagasinet.no

Ad material
annonser@seilmagasinet.no

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



- Daily news updates
- 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	5,000	-	-

60,000 users
150,000 page views
Per month. Source: Google Analytics.

Ad orders
salg@seilmagasinet.no

Ad material
nettannonser@seilmagasinet.no

* Up to three ads in depth

Båtmagasinet (Båtliv)

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.

11 editions per year
Circulation: 14,000
Readers: 115,000 (Kantar TNS)

Ad orders
salg@batmagasinet.no

Ad material
annonser@batmagasinet.no

Editions in 2021

Issue	Material deadline	Published
No 1	15.01.21	01.02.21
No 2	12.02.21	01.03.21
No 3	12.03.21	29.03.21
No 4	16.04.21	03.05.21
No 5	14.05.21	31.05.21
No 6	04.06.21	21.06.21
No 7	09.07.21	26.07.21
No 8	13.08.21	30.08.21
No 9	10.09.21	27.09.21
No 10	15.10.21	01.11.21
No 11	19.11.21	06.12.21

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
Page 3	28,500	220x297
1/1 page by editorial	28,500	220x297
Inside front cover	30,000	220x297
Inside back cover	29,500	220x297
Outside back cover	36,000	220x297

batmagasinet.no (batliv.no)



100,000 users
250,000 page views
Per month. Source: Google Analytics.

Ad orders
salg@batmagasinet.no

Ad material
nettannonser@batmagasinet.no

- Daily news updates
- 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

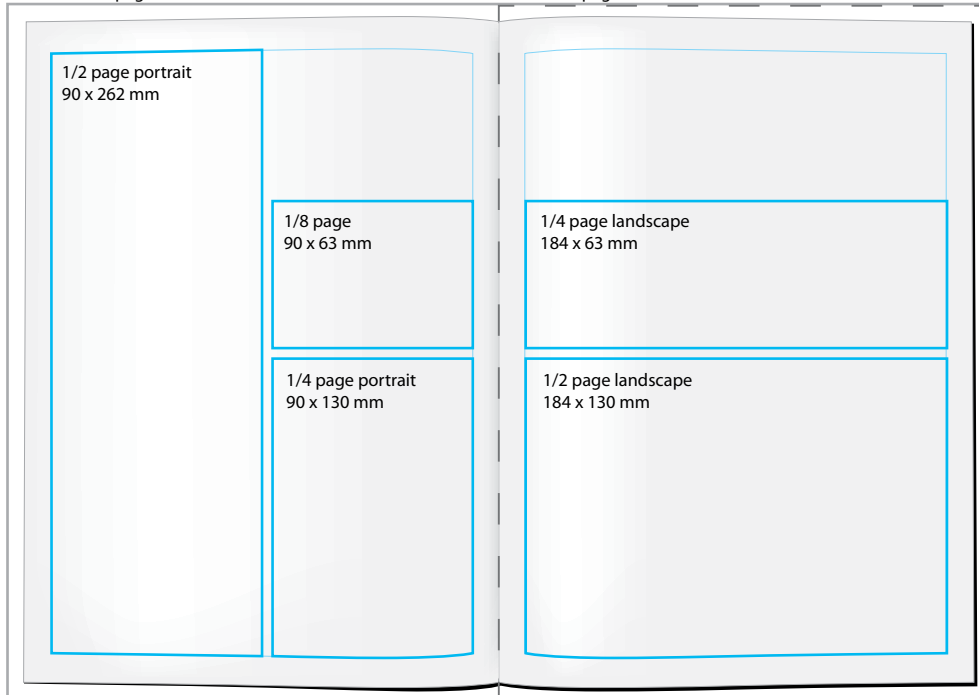
	Price per week NOK ex VAT	Format px Desktop	Format px Mobile
Top banner*	5,000	1058x300	620x300
Surround/Wallpaper*	10,000	1920x1200	620x300
Netboard full width*	5,000	1058x300	620x300
Netboard*	4,000	620x300	620x300
Scrollover	10,000	1920x1080	400x800
Newsletter banner	3,000	620x300	620x300
Native ad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

* Up to three ads in depth

Module map sheet

2/1 double page with bleed 440 x 297 mm

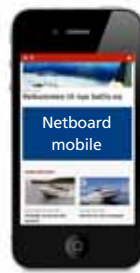
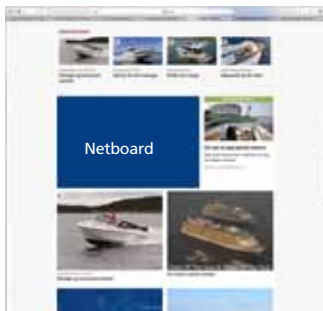
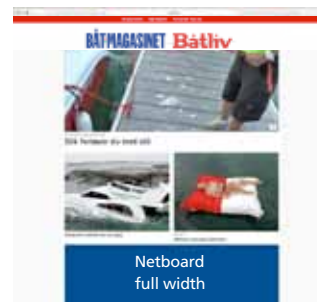
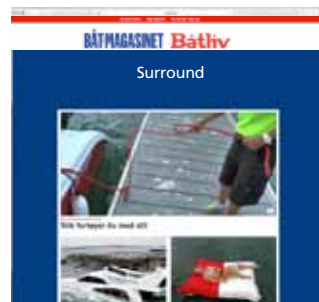
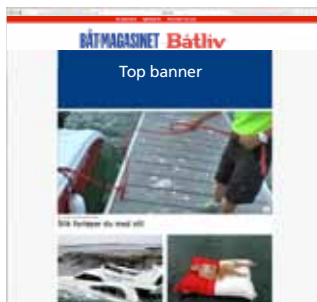
1/1 full page with bleed 220 x 297 mm



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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BÅT:MAGASINET

www.batmagasinet.no

SEIL
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www.seilmagasinet.no

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

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