

BÅTBRANSCHEN

2024

PRICES



SPREAD

400x275 mm
420x297 mm (bleed) + 3 mm
23 700 SEK



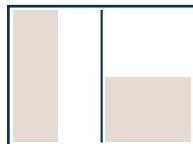
BACK COVER

190x260 mm
210x270 mm (bleed) + 3 mm
14 500SEK



1/1-PAGE

190x275 mm
210x297 mm (bleed) + 3 mm
12 850:-



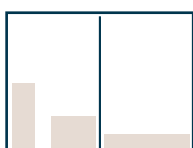
1/2-PAGE

94x275 mm, 190x133 mm
104x297 mm, 210x145 mm
(bleed) + 3 mm
7 650:-



1/4-PAGE

94x133 mm
46x275 mm
190x65 mm
4 600:-



1/8-PAGE

46x133 mm
94x65 mm
190x31 mm
2 750:-



1/16-PAGE

46x65 mm
94x31 mm
1 750:-

NOTE!!



Ads with bleed needs **3 mm bleed** around all sides. Do not place text or important information closer than 10 mm from the edges.

REQUESTED POSITION +10 %

FREQUENCY DISCOUNT *: 2-3 issues 10% • 4-5 issues 20% • 6-7 issues 25% • 8 issues 30%
* The discount applies when ordering advertisements that are to be placed in the magazine within one year from booking date.

PUBLICATION

ISSUE	1	2	3	4	5	6	7	8
PUBLICATION	26/1	23/2	19/4	17/5	16/8	27/9	25/10	29/11
COPY DATE	8/1	5/2	27/3	29/4	29/7	9/9	7/10	11/11

ARTWORK SPECIFIKATION

Ads shall be delivered digitally, as highresolution PDF 's, in the size according to the order. We work with PC 's and use the programs of Adobe Creative Suite, such as InDesign, Illustrator and Photoshop.

- ▶ Number of columns: 4 st
- ▶ Columnwidth/heighth: 46 mm/275 mm
- ▶ Print procedure: Offset
- ▶ Magazine format: A4 (210x297 mm)
- ▶ Colour Scheme: 4-colour
- ▶ Raster density: 150 lines/inch
- ▶ Printer : Exakta Print AB, Lidköping
- ▶ Distiller/joboption: Exakta_Obestruket_FOGRA.52
- ▶ ICC-profil: PSUncoated_v3_FOGRA52

You can get profiles and joboptions from the website: <https://exakta.se/support>

Always enclose all pictures, logotypes as well as screen and printer fonts. The pictures shall be CMYK-separated and saved as high resolution (300 dpi) TIFF or EPS, (no JPEG compression). Logotypes and texts shall be enclosed as paths (text outlines). Ads with bleed needs 3 mm bleed around all sides. Do not place text or important information closer than 10 mm from the edges. Only deliver what is supposed to be in the document.

THE MAGAZINE THAT REACHES THE BOATING BUSINESS

Båtbranschen reaches the people working with boating. With an advertisement in Båtbranschen you reach members of Sweboat and most of the other companies in boating business and also media and authorities.

Circulation 2 000 per issue.



ORDER ENQUIRIES

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AD MATERIAL

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EDITORIAL MATERIAL

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OTHER INFORMATION

Cancellation: In writing, no closer than four weeks to publ.

Owner: Sweboat Service AB

Editor: Lars-Åke Redéen