

Reach Sweden's real boat enthusiasts – those who use their boats the most and buy the most boat products.



FOR SWEDEN'S BOAT ENTHUSIASTS

Praktiskt Båtagande is the best selling and most highly-rated boat magazine in Sweden. The magazine is unique in its position as the most practical magazine, inspiring, instructing and assisting readers to get the most out of their major hobby, boating. New and veteran boats, sailing or motor boats, they are all represented among the readers, and what unites them is their love of boating. The typical reader is a well educated man aged 35–69 with a high income. He buys the most boat accessories in Sweden. If you would like to communicate with Sweden's most devoted boat owners regularly and cost-effectively, and to thereby generate long-term and lasting sales, then Praktiskt Båtagande is the choice for you.

THE TARGET GROUP YOU REACH AND THE ENVIRONMENT IN WHICH YOU ARE SEEN

- Our readers buy the most boat accessories in Sweden
- Our readers do the most boating in Sweden
- Our readers have the largest motorboats in Sweden
- Sweden's best-selling boat magazine
- Sweden's most highly-rated boat magazine

Source: Orvesto Consumer 2022 Full Year

CIRCULATION AND COVERAGE

62.000 readers/issue

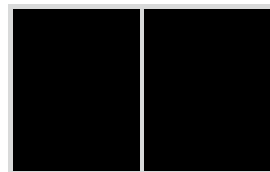
Source: Orvesto Consumer 2022 Full Year

Unique visitors to praktisktbåtagande.se: 155.000/month

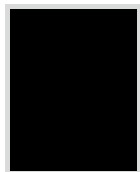
Facebook: 36.000 followers

Newsletter: 23.700 recipients

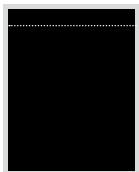
FORMAT / PRICES



2/1 (2x) 225x298 mm +5 mm bleed
SEK 37 500



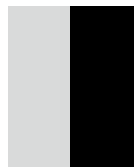
1/1 225x298 mm +5 mm bleed
SEK 22 500



2nd Cover 225x298 mm +5 mm bleed SEK 25 000
3rd Cover 225x298 mm +5 mm bleed SEK 25 000
Back page 225x263 mm +5 mm bleed SEK 27 500



1/2-page horizontal 195x128 mm
SEK 13 500



1/2-page vertical 95x260 mm
SEK 13 500



1/4-page vertical 95x128 mm
SEK 7 100 kr



1/4-page horizontal 195x62 mm
SEK 7 100



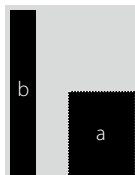
1/4-page column 45x260 mm
SEK 7 100

PUBLICATION SCHEDULE 2023

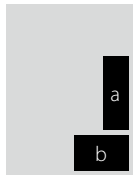
Issue	Copy date	Publication date
1	2 Dec	03 Jan
2	10 Jan	02 Feb
3	07 Feb	02 Mar
4	07 Mar	30 Mar
5	17 Apr	11 May
6	12 May	08 Jun
7	12 Jun	06 Jul
8	11 Jul	03 Aug
9	15 Aug	07 Sep
10	12 Sep	05 Oct
11	10 Oct	02 Nov
12	14 Nov	07 Dec

PB Special
Copy date 24 Mar
Publication date 20 April

CLASSIFIED PAGES *Marintorget*



a. 1/4-page vertical 95x128 mm
SEK 5 900
b. 1/4-page column 45x260 mm



a. 1/8-page column 45x128 mm SEK 3 000
b. 1/8-page horizontal 95x62 mm SEK 3 000

Requested position of advertisement +10%



a. 1/16-page 95x28 mm
SEK 1 700
b. 1/16-page 45x62 mm
SEK 1 700

Inserts

Please contact our Sales representatives for more information and offers.

TECHNICAL SPECIFICATION

CREATIVE SOLUTIONS

You might want to do something out of the ordinary to become even more visible. In that case we have lots of creative solutions. Contact your sales representative to find out more. Information is also available at:
www.annons.storyhouseegmont.se

PRODUCTION OF ADVERTISEMENTS

We can assist with production of simple advertisements. Advertising material that we receive for production can be sent in the following file formats: PDF, AI, TIFF, JPG. All picture material should be 300 dpi for the best possible quality.

Price: 245 SEK per every started period of 15 minutes. The final cost for production of advertisements will be specified on your Advertising invoice.

DELIVERY OF ADVERTISING MATERIAL

Ad Delivery Portal:

<https://simplead.egmont.com/swe/>

CANCELLATION RULES

Cancellation less than 14 days prior to the price list copy deadline will be charged a booking fee of 25% of the value of the booked space. If cancellation is made less than a week before copy deadline, we reserve the right to bill agreed ad rates. Cancellation regarding our premium ad placements, Back cover and 1st Spread less than 30 days prior to the price list copy deadline will be charged a booking fee of 50% of the value of the booked space. When canceling a part of a campaign we reserve the right to charge a discount that has been incorrectly received.

MATERIAL GUIDE



Material ready for printing

All prepared advertising material that is sent in to the magazine must be ready and checked for printing. To be supplied in PDF format.



5 mm bleed

The creative should have 5 mm bleed.



300 dpi

All pictures in the advertisement must have a minimum resolution of 300 dpi.



CMYK

We accept image files in both RGB and CMYK. Spot colours (PANTONE) will be converted to CMYK.

● Joboptions for print can be downloaded at annons.storyhouseegmont.se/adspecs

● We do not accept open documents.

To book advertising contact the sales department:

switchboard: +46 (0)8-692 01 00 annons.storyhouseegmont.se

QUESTIONS CONCERNING ADVERTISING MATERIAL:

trafficanons@egmont.se switchboard: +46 (0)8-692 01 00

All titles at:
annons.storyhouseegmont.se

We bring stories to life

story
house
EGMONT

BANNER PACKAGES

SMALL
CPM 160 SEK

MEDIUM
CPM 200 SEK

LARGE
CPM 240 SEK

Panorama

980 x 240

980 x 300

980 x 360

Mobil

320 x 240

320 x 320

320 x 480

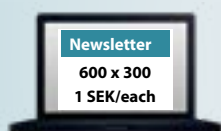
Newsletter

600 x 150

600 x 300

600 x 450

STAND-ALONE FORMATS



Number of recipients: 23.700

Panorama 980 x 240 Price CPM 200 SEK
Mobil 320 x 240 Price CPM 200 SEK

980 x 300 Price CPM 250 SEK
320 x 320 Price CPM 250 SEK

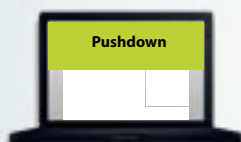
980 x 360 Price CPM 300 SEK
320 x 480 Price CPM 300 SEK

CREATIVE FORMATS

Add one of our creative formats for extra impact. Contact your sales contact for more information.



Special format
CPM 300 SEK



Special format
CPM Ad 500 SEK
CPM Video 600 SEK

NATIVE ADVERTISING

Our editorial staff creates content as well as a few eye-catching blurbs to draw in readers. The blurbs and articles are then strategically placed within the editorial content. Depending on which public you want to reach, we can customize the content to the audience that best match your target group.

TECHNICAL SPECIFICATIONS

ADVERTISING MATERIAL

Ad material should be sent according to the technical specifications as given.

ADVERTISEMENT PRODUCTION

We can help with ad production of flash adverts. Contact your salesperson for prices. Ad material we receive for production can be sent in the following formats: EPS, TIFF, JPG. Photo material should be at least 72 dpi for best quality.

DELIVERY OF AD MATERIAL

Ad material should be sent to:
Email address: webbannons@egmont.se

Other delivery is according to agreement. Material should be delivered a minimum of three working days before the campaign start date for testing purposes. If adjustments must be made by Egmont Publishing the material should be sent sooner.

For more information see material specifications at www.annons.storyhouseegmont.se

RULES FOR CANCELLATION:

Cancellations later than 14 days before the material day (as given in the price list) will be charged a fee of 25% of the ad space value. Cancellations later than one week before material day will be charged the full amount.