



For Sweden's Boat Enthusiasts

Praktiskt Båtägande is the best-selling and most highly regarded boating magazine in Sweden. The magazine holds a unique position as the most practical publication that inspires, instructs, and assists the reader in getting the most out of their greatest hobby—boating. Whether it's a new boat or a classic, a sailboat or a motorboat, all are represented among our readers, and their love for boating unites them.

The typical reader is a well-educated man between the ages of 35 and 69 with a high income. He purchases most of his boat accessories in Sweden. If you want to effectively and cost-efficiently communicate with Sweden's most devoted boat owners and thereby create long-term and lasting sales, then Praktiskt Båtägande is the choice for you.



PRINT
62.000
READERS



NEWSLETTER
22.550
RECIPIENTS



DIGITAL
80.000
VISITORS/M



FACEBOOK
4.100
FOLLOWERS



PAGE VIEWS
320.000
PAGE VIEWS/M

Digital Impact Formats

“Through our Digital Impact Formats, we offer premium placements with various creative solutions, which enhance the impact of your campaign even further. As an adverti-

ser, you have the opportunity to work with high-resolution images or videos for a vibrant and engaging advertising experience.”

TOPSCROLL



Topscroll Bild Desktop/Mobile CPM 500 SEK
Topscroll Video Desktop/Mobile CPM 600 SEK

TAKE OVER



Take Over Desktop/Mobile CPM 600 SEK

MIDSCROLL



Midscroll
Desktop/Mobile CPM 350 SEK

TOWER CUBE/SWIPE



Tower Cube Desktop CPM 350 SEK
Swipe Mobile CPM 350 SEK

MEGA PANORAMA VIDEO



Mega Panorama Video
Desktop/Mobile CPM 300 SEK

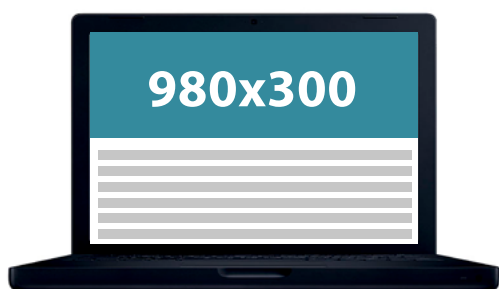
WALLPAPER DESKTOP CPM 300 SEK

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.

Digital Standard Formats

PANORAMA 1+2 CPM 300



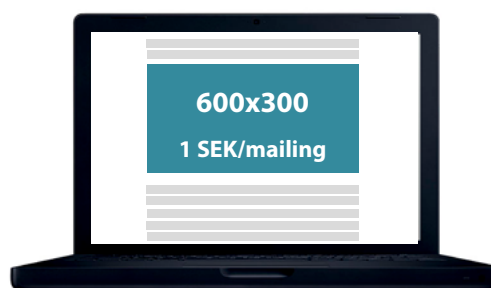
MOBILE 1+2 CPM 300



OUTSIDE STICKY CPM 350



NEWSLETTER DESKTOP/MOBILE



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: AI, 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

CONTACTS

To book advertising:

sales department, switchboard: +46 (0)8-692 01 00
annons.storyhouseegmont.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 Story House Egmont the material should be sent sooner.

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

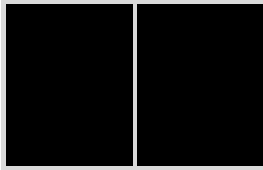
RULES FOR CANCELLATION:

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.

QUESTIONS CONCERNING ADVERTISING MATERIAL:

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

FORMAT / PRICES



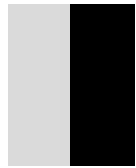
2/1 SEK 37 500
(2x) 225x298 mm + 5 mm bleed



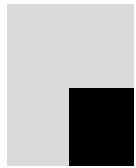
1/1 SEK 22 500
225x298 mm + 5 mm bleed



2nd and 3rd cover SEK 25 000
225x298 mm + 5 mm bleed
4 th cover SEK 27 500
225x263 mm + 5 mm bleed



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



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



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



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



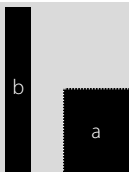
1/2-page SEK 13 500
horizontal 195x128 mm

PUBLICATION SCHEDULE 2024

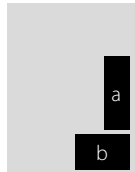
Issue	Copydate	Publication date
1	09 Jan	01 Feb
2	13 Feb	07 Mar
3	22 Mar	18 Apr
4	19 Apr	22 May
5/6	17 May	19 Jun
7	24 Jun	24 Jul
8	22 Jul	21 Aug
9	09 Sep	09 Oct
10	28 Oct	27 Nov

Requested position of advertisement +10%

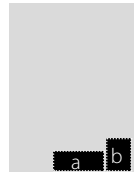
CLASSIFIED PAGES Marintorget



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



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



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

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 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.

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. Double Page Spreads shall be delivered as a left and a right side in the same file.

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

RGB/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