



# 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  
**55.000** READERS  
READYLY 5.000



NEWSLETTER  
**23.200**  
RECIPIENTS



DIGITAL  
**80.000**  
VISITORS/M



FACEBOOK  
**29.000**  
FOLLOWERS



PAGE VIEWS  
**250.000**  
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

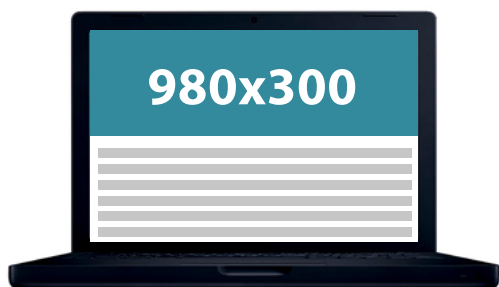
## WALLPAPER DESKTOP CPM 300 SEK

### 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](mailto:webbannons@egmont.se)

#### CONTACTS

##### To book advertising:

sales department, switchboard: +46 (0)8-692 01 00  
[annons.storyhouseegmont.se](mailto: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](https://annons.storyhouseegmont.se)

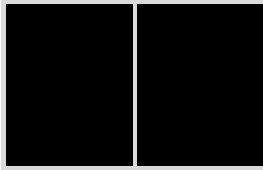
#### RULES FOR CANCELLATION:

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

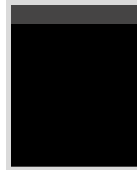
**FORMAT / PRICES**



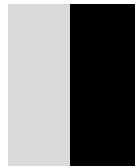
**2/1 SEK 37 500**  
(2x) 208x278 mm + 5 mm bleed



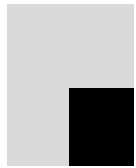
**1/1 SEK 22 500**  
208x278 mm + 5 mm bleed



**2nd and 3rd cover SEK 25 000**  
208x278 mm + 5 mm bleed  
**4 th cover SEK 27 500**  
208x243 mm + 5 mm bleed



**1/2-page SEK 13 500**  
vertical 87x239 mm



**1/4-page SEK 7 100**  
vertical 87x117 mm



**1/4-page SEK 7 100**  
horizontal 179x56 mm



**1/4-page SEK 7 100**  
column 40x239 mm



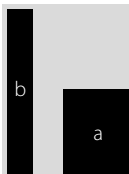
**1/2-page SEK 13 500**  
horizontal 179x117 mm

**PUBLICATION SCHEDULE 2025**

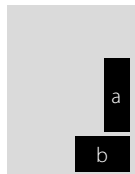
Issue	Copydate	Publication date
1	30 Dec	29 Jan
2	06 Feb	05 Mar
3	20 Mar	16 Apr
4	23 Apr	21 May
5/6	20 May	18 Jun
7	26 Jun	23 Jul
8	24 Jul	20 Aug
9	11 Sep	08 Oct
10	30 Oct	26 Nov

Requested position of advertisement +10%

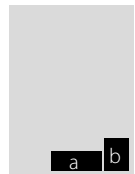
**CLASSIFIED PAGES** Marintorget



**1/4-page SEK 5 900**  
a. vertical 87x117 mm  
b. column 40x239 mm



**1/8-page SEK 3 000**  
a. vertical 40x117 mm  
b. horizontal 87x56 mm



**1/16-page SEK 1 700**  
a. horizontal 87x25 mm  
b. vertical 40x56 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](https://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](https://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](mailto:annons.storyhouseegmont.se)

**QUESTIONS CONCERNING ADVERTISING MATERIAL:**  
[trafficanons@egmont.se](mailto:trafficanons@egmont.se) switchboard: +46 (0)8-692 01 00