

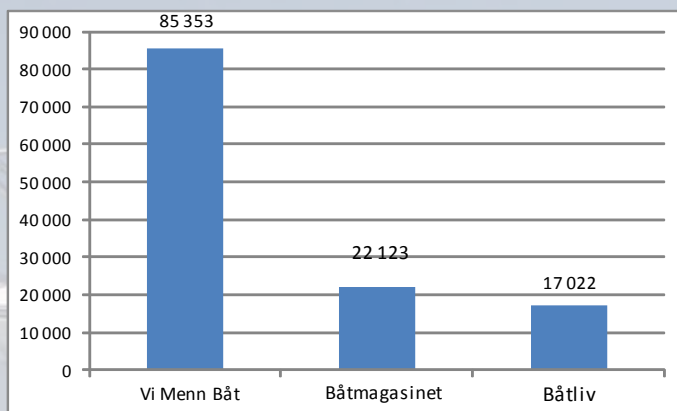
In today's turbulent times, finding new customers and expanding market penetration is more important than ever. Reach *many more* Norwegian readers - at an unbeatable cost!

Dominant in Norway

Vi Båt *menn*

- empower your marketing with supreme market coverage
- a Boating Magazine dedicated to growing the boating community

Official net circulation data of the three largest Norwegian boating magazines:



Vi Menn BÅT: 85.353
Båtmagasinet: 22.123
Båtliv: 17.022



PUBLICATION PLAN, PRICES AND FORMATS ON PAGE TWO

The largest and most experienced boating editorial team in Norway:



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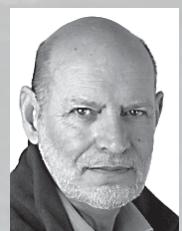
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	Surface			Bleeded		FORMAT	PRICE	
	W	H	Col	W	H			
2/1 p spread	398	260	8	416	278	4/1 p.	75 072	
2x1/2p side by side	398	129	8	416	138	3/1 p.	62 100	
1/1p	192	260	4	208	278	2/1 p.	44 160	
Back cover	192	238	4	208	243	1/1 p.	27 600	
3/4sp	143	260	3	152	278	3/4 p.	23 391	
1/2p hor	192	129	4	208	138	1/2 p.	14 950	
1/2p vert	94	260	2	103	278	1/4 p.	7 350	
1/4p box	94	129	2	-	-	1/8 p.	5 400	
1/4p hor	192	64	4	-	-	Page 2	32 500	
1/4p vert	45	260	1	-	-	Page 3	32 500	
For bleeded full page please add 4 mm all sides to attain gross format. Please keep all essential information a minimum of 12 mm from edge.							Pages 2 and 3	48 576
Cancellation must be made in writing at the latest 6 weeks before publication.							1/1 facing content	31 500
							1st right hand p.	29 500
							Inside back cover	31 500
							Back cover	34 000

PUBLICATION PLAN 2012

Issue	Copy date	On sale	
1	27. January	20. February	Oslo Int'l Boat Show Issue!
2	24. February	19. March	Large Easter issue
3	30. March	30. April	
4	11. May	04. June	
5	15. June	09. July	Double summer issue. Oslo Floating Boat Show
6	17. August	10. September	
7	05. October	29. October	

INTERNET

Internet should be a part of your media mix. **www.vimennbaat.no** boasts up to 40.000 unique visitors weekly, and is Norway's leading boating site for tests, news and consumer guidance.

BANNER TYPE

	25 %	100 %
Box	2 000	8 000
Top banner	3 600	14 400
Skyscraper1	3 000	12 000
Skyscraper 2	2 400	9 600
Skyscraper 3 sticky	2 100	8 400
Article board / Netboard	3 000	12 000
Partner button - monthly		15 000



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