



Wooden Boat

MEDIA MENU **37** 2015

ROWING TECHNIQUE • ANTIQUE BOAT MUSEUM • SAILMAKER'S MACHINE

Wooden Boat

THE MAGAZINE FOR WOODEN BOAT OWNERS, BUILDERS, AND DESIGNERS



Build an Amesbury Skiff
A Trailerable Houseboat
Rowing: How to Choose Oars

SEPTEMBER/OCTOBER 2014
NUMBER 240
\$6.95 in Canada
\$3.95 in U.K.

www.woodenboat.com

www.woodenboat.com

Rowing: How to Choose Oars
A Trailerable Houseboat
Build an Amesbury Skiff

22.99 in U.S.

\$3.95 in Canada

SEPTEMBER/OCTOBER 2014



Rowing: How to Choose Oars
A Trailerable Houseboat
Build an Amesbury Skiff



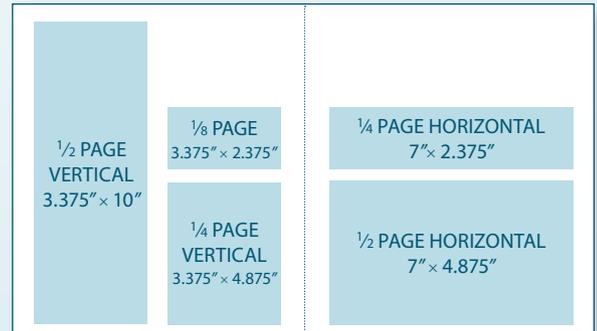
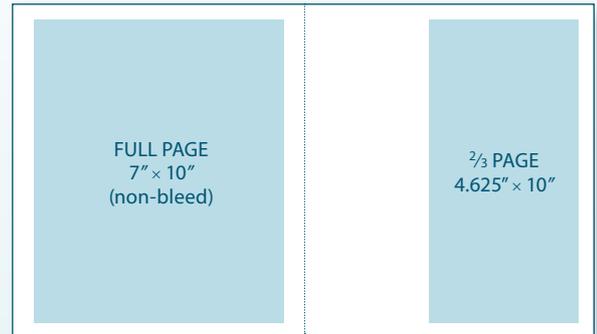
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PRINT ADVERTISING

2015 *WoodenBoat* ROP Print Ads

Effective Issue #243, March/April 2015

Net Rates	1x	3x	4x	6x
Full Page	\$5,000	\$4,575	\$4,200	\$3,850
2/3 Page	3,700	3,400	3,100	2,850
1/2 Island	3,500	3,200	2,925	2,700
1/2 Page	2,900	2,675	2,450	2,250
1/3 Page	1,800	1,675	1,525	1,400
1/4 Page	1,425	1,300	1,200	1,100
1/6 Page	1,075	975	900	825
1/8 Page	825	775	700	650



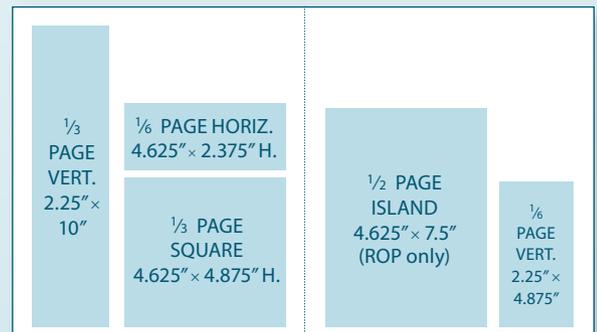
2015 *WoodenBoat* Advertising-Only Sections

Brokers, Boatbuilders, Kits & Plans and Vintage Boats & Services

Effective Issue #243, March/April 2015

Net Rates	1x	3x	4x	6x
Full Page	\$3,080	\$2,605	\$2,390	\$2,175
1/2 Page	1,670	1,535	1,430	1,325
1/3 Page*	1,245	1,150	1,125	1,100
1/4 Page	835	780	735	690
1/6 Page*	710	655	615	580
1/8 Page	505	470	440	415

*Boatbuilders section only



Print Specifications

Printed web offset. Perfect bound.

DOCUMENT SIZE: 8.125" x 10.875" (final trim). No live matter within 0.375" of final trim size.

BLEEDS: For full-page ads, extend your image area 0.125" beyond document size (final trim). Fractional ads should not bleed.

COLORS AVAILABLE: Four-color process (SWOP standards). In general, SWOP standard specifications for magazine web offset printing apply.

BORDERS: Will be added at our discretion.

All ads in the print edition will also be included in the digital edition and will link to your website.

PREMIUM POSITIONS

Add 25% for **Covers II and III**

Add 35% for **Cover IV**

Add 20% for **Page One**

Please contact your Sales Representative for availability.

Regional Rates

Please contact your sales representative

WEBSITE ADVERTISING

We offer a variety of banner ads, block ads, and a comprehensive MarketPlace section (online classifieds). Let us help you create a package combining print and website advertising to reach all of the *WoodenBoat* readership.

Web Advertising is currently available on:

- **WoodenBoat.com Homepage** (www.woodenboat.com)
- **Kits & Plans** (www.woodenboat.com/boat-plans-kits)
- **MarketPlace Boats for Sale** (www.woodenboat.com/boats-sale)

Ad Type	Rate	Dimensions	Max File Size
Banner <i>(woodenboat.com only)</i>	\$350/mo	468 x 60 pixels	40 kb
Block	\$250/mo	180 x 150 pixels	25 kb
Leaderboard <i>(Plans & Kits and Boats For Sale only)</i>	\$500/mo	696x90 pixels	40 kb
Footer <i>(woodenboat.com only)</i>	\$350/mo	696x90 pixels	40 kb

JPG Files preferred, no flash or animation. Ads will link to your website.



WoodenBoat MarketPlace

WoodenBoat's MarketPlace is our online option for your classified advertising to get instant visibility and traffic. Browse our categories to see which one is right for your product or service. All MarketPlace ads are a flat rate of \$20, plus \$.10 per word and \$3 per photo, up to five. All listings are automatically renewed/billed every 30 days, until you notify us to cancel. For more information, call Whitney at 207-359-7723 or contact tina.dunne@woodenboat.com to help create your ad.



WoodenBoat E-Newsletter

WoodenBoat is now offering advertising in our bi-monthly e-newsletter. The newsletter is sent to nearly 20,000 opt-ins and provides an introduction to our new issue and other news of interest to *WoodenBoat* readers. The *WoodenBoat* newsletter is sent the following months: February, April, June, August, October, December.

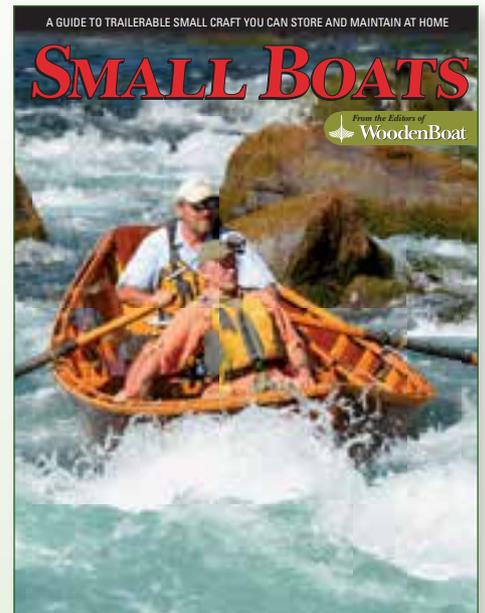
Ad Type	Rate	Dimensions	Max File Size
Top Banner	\$500/mo	530 x 76 pixels	40 kb
Block Ads	\$250/mo	180 x 150 pixels	25 kb

JPG Files preferred, no flash or animation. Ads will link to your website.

SPECIAL PUBLICATIONS & EVENTS

2016 *WoodenBoat* Magazine's *Small Boats*

Small Boats is an annual newsstand publication from the editors of *WoodenBoat*. *Small Boats* 2016 will feature plans and profiles for a variety of small boats including daysailers, weekenders, dinghies, skiffs, and runabouts just to name a few. On sale late November 2015, and 60,000 copies will be printed.



BoatBuilders and Kits & Plans

Net Rates	ROP	
Cover II, III	\$3,900	
Cover IV	4,500	
Full Page	2,500	1,755
1/2 Page	1,400	1,050
1/3 Page (square only)	1,100	830 (builders only)
1/4 Page	850	540
1/6 Page (vert only)	750	450 (builders only)
1/8 Page	550	320

Deadline: September 8, 2015. Contact your sales representative to discuss adding this annual publication to your current advertising schedule at a reduced rate!



THE 24TH ANNUAL WoodenBoat Show

The WoodenBoat Show will be held at Mystic Seaport, Mystic, CT, June 26-28, 2015.

EXHIBIT RATES

Land Space (no furniture or tent): \$500 per 10x10

Tent Space (includes 8' table, 2 chairs): \$600 per 10x10

Dock Space: \$17/linear foot.

Contact your sales representative for more information or visit www.thewoodenboatshow.com

FREQUENCY: Bi-monthly

ESTABLISHED: 1974

PRINT CIRCULATION: 70,000 paid

DIGITAL CIRCULATION: 2,500

E-NEWSLETTER SUBSCRIBERS: 20,000

WEBSITE VIEWERS: 550,000 unique/year

FACEBOOK: 80,000+ followers

Let our sales professionals help you create an effective advertising program that combines print, digital, web, sponsorships, and events that will put you in front of the educated, affluent, global WoodenBoat readership!

WoodenBoat Publications

WoodenBoat Publications, Inc. is independently owned and was founded (with *WoodenBoat Magazine*) in 1974. Currently, the company publishes magazines (*WoodenBoat*, *Professional BoatBuilder*), books, monographs, and plans. Additionally, the company includes The WoodenBoat School, the WoodenBoat Store, the WoodenBoat Show, the International Boatbuilders' Exhibition & Conference [IBEX], several sites on the Internet, and a variety of other projects and events. The company is dedicated, entirely, to the marine industry.

Editorial Profile

Our mission is to continue to serve and inspire our core audience while attracting ever younger enthusiasts into this community of engaged readers by making boating and boatbuilding accessible to all. Throughout the evolution of *WoodenBoat*, we have focused on the raw materials, the techniques and processes, the historical appreciation, the pioneers and practitioners, and the current and future trends of boating and boatbuilding. We bring this information to our readers in each and every issue. To describe the average *WoodenBoat* reader as "passionate" is a given. He or she is committed to the world of wooden boats and boating, whether as a builder or simply an appreciator of the craft. Nearly 90% of *WoodenBoat's* 70,000 readers own one or more boats, while 83% work on their own boats every year. What makes *WoodenBoat* readers so unparalleled is that they build their own boats: 70% of *WoodenBoat* readers have built or helped build a boat, and, on average, subscribers have built 4.7 boats.

2015 Advertising Closing Dates

Space Reservation and

Materials Due

Publication Date

Issue	Space Reservation and Materials Due	Publication Date
March/April #243	January 5, 2015	February 18, 2015
May/June #244 (<i>WoodenBoat Show Issue</i>)	March 5, 2015	April 20, 2015
July/August #245 (<i>Special Museum Section</i>)	May 5, 2015	June 18, 2015
September/October #246	July 6, 2015	August 19, 2015
November/December #247	September 8, 2015	October 19, 2015
Small Boats 2016	September 8, 2015	November 25, 2015
January/February #248	November 5, 2015	December 17, 2015

WoodenBoat Magazine Advertising Department

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To see Publisher's Terms & Conditions, please visit: <http://www.woodenboat.com/woodenboat-magazine-and-online-advertising>