

WoodenBoat

THE MAGAZINE FOR WOODEN BOAT OWNERS, BUILDERS, AND DESIGNERS



WoodenBoat

MEDIA MENU **38** 2016

WoodenBoat
THE MAGAZINE FOR WOODEN BOAT OWNERS, BUILDERS, AND DESIGNERS

COMMUNITY RESOURCES | WOODENBOAT MAGAZINE | SUBSCRIPTIONS ONLY CONTENT

December 2015, Issue 347
WoodenBoat Magazine

- Upcoming Boat Shows
- A New Boat Building Book
- Boatbuilding: Part 2
- A Hybrid Motorboat
- Boatbuilding: Part 1
- A New Boat Building Book
- Boatbuilding: Part 1
- Boatbuilding: Part 1
- Boatbuilding: Part 1

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Subscriber Benefits

- Increased ad rates
- Save 50% compared to the print rate
- 400+ digital photos
- 100+ digital videos
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Build A Kayak

The Whiskey Plank

MarketsPlace - Boats for Sale

Featured Launching

Forums

Upcoming Events

HM HAMILTON MARINE

MarketsPlace - Online Classifieds

www.woodenboat.com

WOODEN BILGE PUMP • GREAT LAKES MEMORIES • PAUL GARTSIDE BOOK

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THE MAGAZINE FOR WOODEN BOAT OWNERS, BUILDERS, AND DESIGNERS

March/April 2015
NUMBER 243
\$7.95 in Canada
\$4.50 in U.K.

Norwegian Sneaker
Fusion Boatbuilding in Greece
Two New Schooners

www.woodenboat.com

WoodenBoat
The Magazine for Wooden Boat Owners, Builders and Designers

AWLWOOD... Our Best Brightwork System - Ever

RWLGRIP

Dear Friend,

In the September issue of WoodenBoat (No. 240), longtime contributor Bruce Habibsky reflects on more than ten years of voyaging around the globe in the 24' Atlin-designed cutter VIXEN. Bruce and his wife, Tiffany, had two daughters along the way, and they financed their travels as they went. Bruce discusses the economic realities of the voyage, the joys of a good crew, and the elements of a good boat. Of the latter, he writes: "...I realize few people will choose to go to sea in a traditional wooden gaff-rigged boat, but that is all the more reason to explain what has worked well for us. The important points, now to get a boat that is safe in all weather, and to get one that is not too big or complicated for your budget - or for your crew."

Also in this issue, Roger Taylor completes the three-part series, "Seamarks," excerpted from his long anticipated biography of L. Francis Herreshoff. In this final installment, called "The Whirlwind Debacle," he looks back at the great 14-class sloop Herreshoff designed for the 1930 AMERICA'S Cup trials. WHIRLWIND, sadly, was never sailed to her full ability, and her poor performance on the racecourse influenced the course of the designer's career. We also look at the application of technology - from computer rendering, computer-aided design and cutting, laser measuring of hulls, and file sharing - in wooden boat shops. Paul Brockley introduces a three-part series on the restoration of wooden runabouts. Willis Ansel offers a decidedly and refreshingly low-tech approach to boat construction. And Tunde Wieserding presents the reconstruction of a beautiful 18-gon-utrage Dutch fishing boat.

Subscribe to WoodenBoat

Small Boats

Subscribe to Small Boats Monthly

WoodenBoat Show

The WoodenBoat Show
June 12-16, 2016

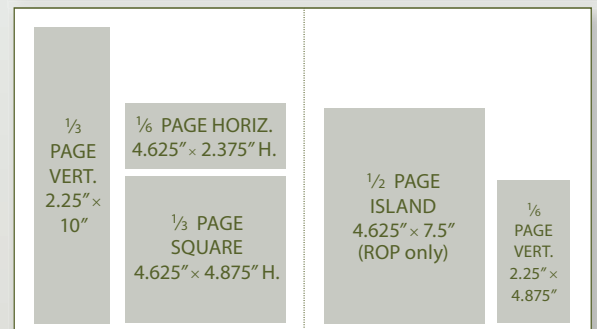
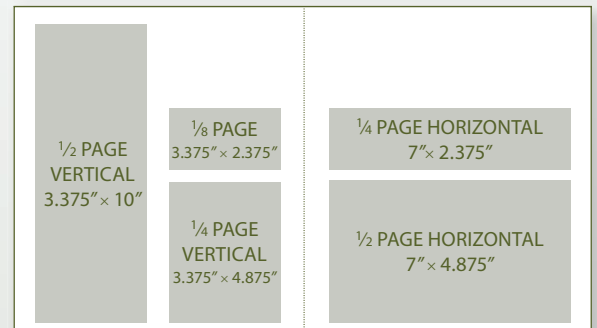
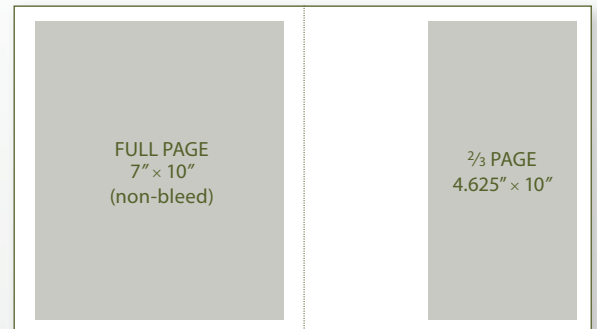
- Matt Murphy, Editor

PRINT ADVERTISING

2016 *WoodenBoat* ROP Print Ads

Effective Issue #249, March/April 2016

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



2016 *WoodenBoat* Advertising-Only Sections

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

Effective Issue #249, March/April 2016

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

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

Print Specifications

Printed web offset. Perfect bound.

DOCUMENT SIZE: 8.125" × 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.

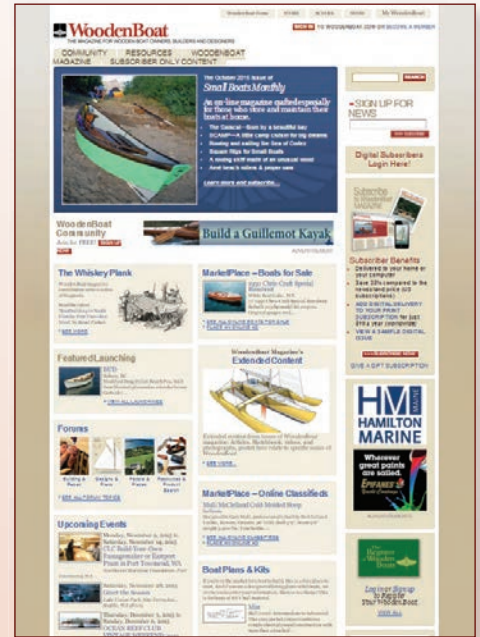
All ads in the print edition will also be included in the digital edition and will link to your website.

WEBSITE ADVERTISING

We offer a variety of banner ads, block ads, and a comprehensive listing of wooden boats for sale. 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)
- **Boats for Sale** (www.woodenboat.com/boats-sale)



Ad Type	Rate	Dimensions	Max File Size
Banner	\$350/mo	728 x 90 pixels + 320 x 50 pixels (for mobile phones)	40 kb
Block	\$250/mo	180 x 150 pixels	25 kb

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



WoodenBoat's Boats For Sale Online Listings

WoodenBoat's Boats for Sale is our online option for your classified Boats for Sale ad to get instant visibility and traffic. All Boats for Sale ads are a flat rate of \$20, plus \$0.10 per word and \$3 per photo, up to five. All Boats for Sale listings are automatically renewed/billed every 30 days, until you notify us to cancel.

E-Blocks on Boats For Sale Page

A business to consumer online block ad option strategically placed on our popular Boats for Sale page. An economical \$99/month gives you a 180x150 block ad on the right-hand side of the Boats for Sale page, promoting your business and linking to your own website.



WoodenBoat E-Newsletter

WoodenBoat is now offering advertising in our bi-monthly e-newsletter. The newsletter is sent to nearly 29,000 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
Sponsored Blast	\$2,000	Please contact Sales Rep for specs.	

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

SMALL BOATS

2017 *WoodenBoat* Magazine's *Small Boats*

Small Boats is an annual newsstand publication from the editors of *WoodenBoat*. *Small Boats* 2017 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 2016, and 60,000 copies will be printed.

Net Rates	ROP	BoatBuilders and Kits & Plans
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 6, 2016. Contact your sales representative to discuss adding this annual publication to your current advertising schedule at a reduced rate!



Celebrating 25 Years WoodenBoat Show

The WoodenBoat Show will be held
at Mystic Seaport, Mystic, CT,
June 24-26, 2016.

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

WoodenBoat

MEDIA MENU 38 2016

FREQUENCY: Bi-monthly

ESTABLISHED: 1974

PRINT CIRCULATION: 70,000 paid

DIGITAL CIRCULATION: 2,500

E-NEWSLETTER SUBSCRIBERS: 29,000

WEBSITE VIEWERS: 550,000 unique/year

FACEBOOK: 115,000+ 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.

2016 ADVERTISING CLOSING DATES

Issue	Space Reservation and Materials Due	Publication Date
March/April #249	January 5, 2016	February 17, 2016
May/June #250 (<i>WoodenBoat Show Issue</i>)	March 7, 2016	April 19, 2016
July/August #251 (<i>Special Museum Section</i>)	May 5, 2016	June 16, 2016
September/October #252	July 5, 2016	August 16, 2016
November/December #253	September 6, 2016	October 18, 2016
<i>Small Boats 2017</i>	September 6, 2016	November 29, 2016
January/February #254	November 7, 2016	December 20, 2016

WoodenBoat Magazine Advertising Department

41 WoodenBoat Lane, P.O. Box 78

Brooklin, Maine 04616

Tel: (207) 359-4651 | Fax: (207) 359-8920

advertising@woodenboat.com

www.woodenboat.com

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

CLASSIFIED ADVERTISING

Paragraph Style Classified Rates

\$2.75 per word, \$55.00 (20 words) minimum charge per insertion. An accompanying photograph or illustration (one per ad) is \$75. Please spell out words for maximum clarity. Punctuation is free. E-Mail addresses, web addresses, telephone numbers and fax numbers are counted as one word.

Classified Display Advertising

Classified Display ads cost \$170 per column inch (restricted to one column, or 1 5/8" width). Frequency discounts (right) are given for contracted ads. Display classified ads are not agency commissionable. Camera-ready ads are preferred, but we can design and produce your ad.

Size	1x	3x	6x
1" x 1 column	\$170	\$160	\$140
1.5" x 1 column	255	240	210
2" x 1 column	340	320	280
2.5" x 1 column	425	400	350
3" x 1 column	510	480	420
3.5" x 1 column	595	560	490
4" x 1 column	680	640	560

CLASSIFIED

To place a Classified Ad: visit our website www.woodenboat.com, email classified@woodenboat.com, or call our Classified Ad Manager at (207) 359-4651

Deadlines for the January/February issue: November 5, 2015

Boatbuilding Shops

Bryan Boatbuilding
Plymouth, MA
Phone: (508) 833-1111
www.bryanboatbuilding.com

MIAMI FORT LATHERDALE
Florida
Phone: (305) 885-1111
www.miamiwoodenboat.com

THE DOVER SHEDS—Custom built
boats and launching docks
since 1977. Open and guided tours
Call 802-461-9811 or visit us
www.doverboats.com

PERN KAMPT BOATBUILDING
Custom wooden boat building and
repair. 1400 Main Street, Middlebury,
VT 05750. Phone: (802) 249-1111
www.pernkampt.com

MERRILL WOODWORKS, VT
Traditional wooden boat construction
and repair. 100 Main Street, Middlebury,
VT 05750. Phone: (802) 249-1111
www.merrillwoodworks.com

HADSDEN BOAT CO.—WOODEN
boat construction and repair to suit
your needs. 111 Elm Street, Newbury,
MA 01951. Phone: (978) 462-7409
www.hadshen.com

Charters

LOWELL BOATS—COMPLETE
wooden boat construction and repair
marine surveying. GARY LOWELL
Greenwich, VT. (802) 271-0992
www.lowellboats.com

SAN MAINE ABOARD MANN'S
alder yachtsmen. Tom R. Mann, Jr.
Expert crew sailing, lobster, and
fish and fresh air sea watching.
Sailing from Canada, Maine, Boston
Massachusetts Cape Cod/Woods Hole
the 01010 Canada, MA 01951. (978)
462-7409. www.sanmaineaboard.com

Clothing

Look Fisherman's Cap
www.fishermanscap.com

John Fisherman's Cap
www.fishermanscap.com

Employment

CLASSIFIED: WAITING FOR NEWS
Custom wooden boat. The article
discusses the challenges of the
industry and offers advice on how to
stay afloat. For more information,
visit www.woodenboat.com.

ARE YOU FASCINATED ABOUT
the art of woodturning and have an
eye for quality work? If so, we'd
like to hear from you. We're looking
for a woodturner to join our team
in Newbury, MA. We have a beautiful
shop and a great team. If you're
interested, please send your resume
and portfolio to info@woodturning.com.

WOODEN BOAT SCHOOLS
Wooden Boat Schools, Inc. is
looking for a woodturner to join our
team in Newbury, MA. We have a
beautiful shop and a great team. If
you're interested, please send your
resume and portfolio to info@woodturning.com.



**MAST HOOPS • Mast
Hoop Fasteners • Parrel
Beads • Wood Cleats
• Wood Shell Blocks
• Custom Bronze Hardware**

Pert Lowell Co., Inc.
Lane's End
Newbury, MA 01951
(978) 462-7409

(1" ad - \$170)

RAFTINGS

Traditionally Built Small Craft

COTTRELL BOATBUILDING
Saugus, Maine
(207) 548-0094
www.cottrellboatbuilding.com

PACIFIC CATALYST II, INC.
Expeditions in the Pacific Northwest

NEW IN 2016
New and used boats
www.pacificcatalyst.com • (360) 378-7123

VASTRA BOATS
1000 Main Street, Newbury, VT 05750
(802) 249-1111
www.vastra.com

Fast Cruisers—20' one weekers, 24' two weekers, 28' three weekers, 32' four weekers, 36' five weekers, 40' six weekers, 44' seven weekers, 48' eight weekers, 52' nine weekers, 56' ten weekers, 60' eleven weekers, 64' twelve weekers, 68' thirteen weekers, 72' fourteen weekers, 76' fifteen weekers, 80' sixteen weekers, 84' seventeen weekers, 88' eighteen weekers, 92' nineteen weekers, 96' twenty weekers, 100' twenty one weekers, 104' twenty two weekers, 108' twenty three weekers, 112' twenty four weekers, 116' twenty five weekers, 120' twenty six weekers, 124' twenty seven weekers, 128' twenty eight weekers, 132' twenty nine weekers, 136' thirty weekers, 140' thirty one weekers, 144' thirty two weekers, 148' thirty three weekers, 152' thirty four weekers, 156' thirty five weekers, 160' thirty six weekers, 164' thirty seven weekers, 168' thirty eight weekers, 172' thirty nine weekers, 176' forty weekers, 180' forty one weekers, 184' forty two weekers, 188' forty three weekers, 192' forty four weekers, 196' forty five weekers, 200' forty six weekers, 204' forty seven weekers, 208' forty eight weekers, 212' forty nine weekers, 216' fifty weekers, 220' fifty one weekers, 224' fifty two weekers, 228' fifty three weekers, 232' fifty four weekers, 236' fifty five weekers, 240' fifty six weekers, 244' fifty seven weekers, 248' fifty eight weekers, 252' fifty nine weekers, 256' sixty weekers, 260' sixty one weekers, 264' sixty two weekers, 268' sixty three weekers, 272' sixty four weekers, 276' sixty five weekers, 280' sixty six weekers, 284' sixty seven weekers, 288' sixty eight weekers, 292' sixty nine weekers, 296' seventy weekers, 300' seventy one weekers, 304' seventy two weekers, 308' seventy three weekers, 312' seventy four weekers, 316' seventy five weekers, 320' seventy six weekers, 324' seventy seven weekers, 328' seventy eight weekers, 332' seventy nine weekers, 336' eighty weekers, 340' eighty one weekers, 344' eighty two weekers, 348' eighty three weekers, 352' eighty four weekers, 356' eighty five weekers, 360' eighty six weekers, 364' eighty seven weekers, 368' eighty eight weekers, 372' eighty nine weekers, 376' ninety weekers, 380' ninety one weekers, 384' ninety two weekers, 388' ninety three weekers, 392' ninety four weekers, 396' ninety five weekers, 400' ninety six weekers, 404' ninety seven weekers, 408' ninety eight weekers, 412' ninety nine weekers, 416' one hundred weekers.

Wooden Boatbuilding & Restoration on Maryland's Eastern Shore

Chaplaink
www.chaplaink.com
(410) 478-9050

LS-17 Sport Utility Runabout
Power Boat • Limited Edition • Power to One

The Landing School
207-603-4813 • laningschool@landingboats.com
www.laningschool.com

November/December 2015 • 127

**Example
Raftings Ad**
Standard U.S.
Business Card Size
(3 1/2" x 2")

\$200/issue = \$1,200/year

Raftings pricing with one-year (6x) contract



Tranquil Waters

MARINE SERVICES

Commercial & Recreational Vessels Surveys

Donald McCann

Website: www.tranquilwaters.com • Email: tranqwlw@crosslink.net
5570 Windmill Point Road, White Stone, Virginia 22578 • (804) 435-6942

SAMS Accredited Marine Surveyor, American Boat & Yacht Council, U.S.C.G.200 Ton, Oceans Endorsement

For further details, call classified at (207) 359-4651
or e-mail: classified@woodenboat.com