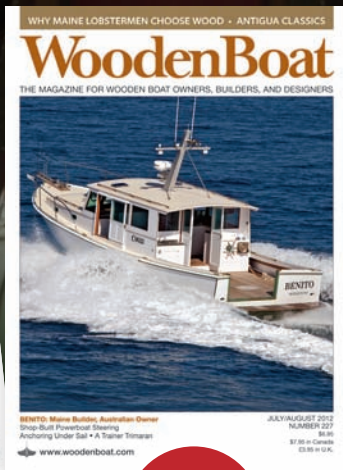




# WoodenBoat



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## 2013 MEDIA MENU

# 2013 WOODENBOAT MAGAZINE PRINT ADVERTISING

Let us help you create an effective advertising program that combines advertisements in both the print and digital versions of *WoodenBoat*, as well as a presence on our website, [www.woodenboat.com](http://www.woodenboat.com), our E-newsletter, and our Racing Series and WoodenBoat Show events. There is no other publication in the world that reaches more wooden boat owners, builders and enthusiasts.

## 2013 *WoodenBoat* ROP Print Ads

Effective Issue #231, March/April 2013

Gross Prices	1X	3X	4X	6X
Full Page	6725	6390	6070	5765
2/3 Page	5540	5265	5000	4750
1/2 Island	4575	4345	4130	3925
1/2 Page	4085	3880	3685	3500
1/3 Page	3115	2960	2815	2675
1/4 Page	2135	2025	1925	1830
1/6 Page	1700	1615	1535	1460
1/8 Page	1265	1200	1140	1085

### Premium Positions

Add 25% for Covers II and III, and add 35% for Cover IV.  
Add 20% for Page One.  
Please contact your Sales Representative for availability.

NEW SECTION



**VINTAGE BOATS and SERVICES**

You are invited to attend the  
**2012 ACBS Annual Meeting and International Boat Show**

September 21-27, 2012  
Big Cedar Lodge on  
Table Rock Lake, Missouri  
[www.TableRock2012.com](http://www.TableRock2012.com)

For more information on The Antique & Classic Boat Society, Inc. [www.acbs.org](http://www.acbs.org) Phone: 315-686-2628 Email: [info@acbs.org](mailto:info@acbs.org)

Reproductions of the finest watercraft ever produced.



Traditional construction with modern materials. Exact detailing in all aspects, steering wheels, controls, instrumentation, etc. Small family shop just beautiful, faithfully reproduced boats at an attractive price. Many models from 20 to 30 feet.

**Fish Bros MARINE SERVICE**  
6 Newcomb Street, Queensbury, NY 12804  
518-798-4769 • [fishbros@att.net](http://fishbros@att.net)

**THE WOODEN BOAT CO.**  
Building and repairing fine wooden boats  
[www.woodenboat.com](http://www.woodenboat.com)

**Destino**  
Boats for sale

**Vintage Boats & Services  
Advertising Rates**

	3X	4X	6X
Full Page	\$2,705	\$2,490	\$2,275
1/2 Page	1,635	1,530	1,425
1/4 Page	880	835	790
1/8 Page	570	540	515

## DISCOUNT ADVERTISING

Brokers, Boatbuilders, and Kits & Plans are advertising-only sections of the magazine, and are strictly limited to professional wooden boat builders and repairers, companies and individuals selling plans, designs, models, and kits of wooden boats, or those selling new or used wooden-hulled vessels.

## 2013 *WoodenBoat* Discount Ads Effective Issue #231, March/April 2013

	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

\* For Boatbuilders section only

Four-Color premium: Additional \$100 to earned rate

**For further details, see [www.WoodenBoat.com](http://www.WoodenBoat.com)**



# 2013 2013 2013

## 2013 DIGITAL, WEB & EVENTS WEBSITE ADVERTISING

We offer a full array 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 the *WoodenBoat* readership.

### WOODENBOAT.COM RATES

**Banners** - \$350/month. 468 x 60 pixels, 40 KB maximum. No flash or animation.

**Blocks** - \$250/month. 180 x 150 pixels, 25 KB maximum. No flash or animation.

**Leaderboard** - \$500/month. 696 x 90 pixels, 40 KB maximum. No flash or animation.

Preferred file formats: JPG.

Other spaces are available on [www.woodenboat.com](http://www.woodenboat.com). Please contact your sales representative.

### SPONSORSHIPS

#### WOODENBOAT SHOW

The 22nd Annual WoodenBoat Show will be held at Mystic Seaport, June 28–30, 2012.

Land Space: ..... \$475 per 10 × 10

Tent Space: ..... \$575 per 10 × 10

Water Space: ..... \$17/linear ft.

Contact your sales representative for more information.



#### E-NEWSLETTER

We now offer an opportunity to link from our monthly E-newsletter (sent out to 14,000 subscribers) to your new product or service.

For the Toughest Jobs on Planet Earth



#### Marine Products & News

*WoodenBoat* is proud to showcase new marine products in the monthly e-newsletter. For more information about these advertisers, please visit their web sites.

##### RAPTOR® COMPOSITE NAILS AND STAPLES

Wooden boat building enthusiasts and professionals can choose from a variety of RAPTOR® fasteners for strip-lanking, caulking, fiberglass lamination, foam core joining and other applications where composite steel fasteners cannot be used. Using RAPTOR® nails and staples eliminates the parrot-like process of removing fasteners after the adhesive has dried. Additionally, they can be easily saved and stored, and they accept paints and stains.

CONTACT: PEGGY MOONEY;  
512-295-4625;  
peggy@raptorfasteners.com;  
[www.raptorfasteners.com](http://www.raptorfasteners.com)



##### NAUTICAL RESEARCH GUILD

If you love all things nautical, join the Nautical Research Guild, an association of model builders and researchers. Your membership includes access to our technical assistance network, a lending library, an annual conference, symposium, nearly unlimited resources and links, and a subscription to the venerable *Nautical Research Journal*, a quarterly periodical dedicated to maritime and nautical historical research. Yearly membership: \$38 in the US, \$50 elsewhere.

CONTACT: 585-968-8111; [regoffice@nrg.org](mailto:regoffice@nrg.org);  
[www.nrg.org](http://www.nrg.org)

##### GORILLA GLUE INTERIOR/EXTERIOR ADHESIVE

Gorilla Glue is a versatile mono-component adhesive ideal for most household fixes and building projects ranging from furniture, crafts, woodworking, project assembly, and general repairs. It bonds hundreds of materials, thousands of combinations including:



##### EPIFANES TWO-PART POLYURETHANE IN 450 COLORS

Epifanes' two-part polyurethane coating is now available in 450 unique marine colors. Renowned for its easy application—brushed, rolled, or sprayed—Epifanes polyurethane delivers an abrasion-resistant, monochloro finish coat in high-gloss or satin on fiberglass, aluminum, steel, and wood. Use Epifanes two-part



Topline Sponsor: \$500/e-news  
Product Release: \$250/e-news



Sponsorship opportunities for the widely popular WoodenBoat Regatta Series are available. Consult Sara Watson, 401-451-0888 to customize a package to suit your needs.



# CLASSIFIED ADVERTISING IN PRINT

Whether it's a boat for sale, an event to promote, or products to sell, the *WoodenBoat* Classified pages will do the job for you.

## Print Classified Rates

\$2.75 per word, \$41.25 (15 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. Each word counts as one word. E-mail addresses, web addresses, telephone numbers and fax numbers are counted as one word.



## Classified Display Ads

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.



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 1/2" ad = \$255)

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

For further details, call Wendy Sewall @ 207-359-7714  
or e-mail: [classified@woodenboat.com](mailto:classified@woodenboat.com)

# CLASSIFIED ADVERTISING ONLINE—MARKETPLACE

WoodenBoat's MarketPlace is our online option for your advertising to get instant visibility and traffic. Browse our categories to see which one is right for your product or service.

Contact [tina.dunne@woodenboat.com](mailto:tina.dunne@woodenboat.com) or call 207-359-7714 with any questions.


[WWW.WOODENBOAT.COM](http://WWW.WOODENBOAT.COM)



# 2013 WoodenBoat PROFILE

**The Company** 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* 75,000 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.

Frequency: Bimonthly  
Established: 1974  
Circulation: 75,000 paid  
Subject to Audit by: ABC 

## 2013 ADVERTISING CLOSING DATES

ISSUE	SPACE RESERVATIONS AND MATERIALS DUE DATE	PUBLICATION DATE
MARCH/APRIL #231	January 7, 2013	February 18
MAY/JUNE #232 <i>WoodenBoat Show Issue</i>	March 5	April 16
JULY/AUGUST #233 <i>Special Museum Section</i>	May 6	June 18
SEPTEMBER/OCTOBER #234	July 8	August 16
NOVEMBER/DECEMBER #235	September 5	October 17
JANUARY/FEBRUARY #236	November 5	December 18

*Effective issue #231 • March/April 2013*

## CONTACT US

### EASTERN AND CENTRAL UNITED STATES:

Ray Clark, (401) 247-4922; rgclark@cox.net, or Frank Fitz, (401) 245-7424; ffitz@cox.net

### NEW ENGLAND STATES:

John Hanson, (207) 594-8622; john@maineboats.com

### WESTERN UNITED STATES:

Ted Pike (360) 385-2309; ted.pike@woodenboat.com

### INTERNATIONAL:

Todd Richardson (207) 359-4651; todd@woodenboat.com

### CLASSIFIED:

Wendy Sewall, (207) 359-7714; classified@woodenboat.com

# TERMS

## Commissions & Discounts

**AGENCY COMMISSIONS:** 15% discount is allowed to recognized advertising agencies for ROP display print ads. Digital ad rates are net. The publisher may hold advertiser and its agency jointly and severally liable for all sums due and payable to the publisher.

**PAYMENT:** 2% cash discount allowed on NET (after agency commission) if paid within 10 days of invoice date. Net amount is due 30 days from invoice date. Carrying charge is 1.5% of the unpaid balance each month.

**BLEEDS:** Available at no extra charge for full-page ROP ads.

**INSERTS:** Supplied single sheet printed on one or both sides; one-time black-and-white page rate. Multiple sheet inserts: one-time black-and-white page rate for first sheet; succeeding sheets receive 15% discount from first sheet rate. Business reply cards or postcard inserts: one-time 1/2-page rate accompanied by a minimum of 1/2-page display ad at earned rate. Inserts are non-commissionable. All inserts must be reviewed and approved in advance by the advertising department. Inserts must be delivered two weeks from closing date. Consult advertising department for exact quantity, mechanical and paper requirements, production and postage costs, and shipping instructions.

### CANADIAN AND FOREIGN ADVERTISERS:

Please remit NET in U.S. funds drawn on a U.S. bank, through credit card or international money order. If paying by wire transfer, please instruct your bank to "Pay Beneficiary in Full." Consult the advertising department for further details.

**SHIPPING FOR MOST EFFICIENT DELIVERY TO OUR OFFICES:** We recommend either UPS Next Day Air or Federal Express. Most other carriers can't guarantee timely delivery and material isn't traceable.

## Contract & Copy Regulations

The publisher reserves the right to reject any advertising, or to request alteration in content prior to publication, if said advertising is not deemed suitable for the magazine. All advertising is accepted and published upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of the publisher's acceptance of such advertising for publication, the advertiser and its agency will indemnify and save the publisher harmless from and against any loss or expense by reason of any claims arising out of publication. The publisher reserves the right to place the word "Advertisement" over advertising matter that simulates editorial content or is not clearly identified as advertising. The publisher assumes no liability for errors in key numbers, back-to-back coupon placement, or index to advertisers. Publisher's liability to advertiser or agency on account of errors in or omissions of the advertising material described herein shall in no event exceed the amount of publisher's regular charges for insertion of the advertisement in which the error occurred in the issue or issues of *WoodenBoat*. When changes or copy are not received by closing date, copy run in a previous issue will be inserted at the discretion of the publisher. Short-rate invoice will be issued upon cancellation of contract or when frequency discount cannot be earned. Positioning of advertisements is at the discretion of the publisher. Position requests will be complied with whenever possible, but cannot be guaranteed. No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. The publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of this rate card. Space contracts extending into issues where new rates become effective shall not protect advertiser from incurring new rates. Advertisers falling past due in payments to any of our magazines may jeopardize exhibit rights at any of our shows.



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fax: (207)359-8920

[www.woodenboat.com](http://www.woodenboat.com)