



WoodenBoat



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2014 MEDIA MENU

2014 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, our E-newsletter, and at our WoodenBoat Show event. There is no other publication in the world that reaches more wooden boat owners, builders and enthusiasts.

2014 *WoodenBoat* ROP Print Ads

Effective Issue #237, March/April 2014

Gross Prices	1X	3X	4X	6X	7X
Full Page	\$6,725	\$6,390	\$6,070	\$5,765	\$5,000
2/3 Page	5,540	5,265	5,000	4,750	4,300
1/2 Island	4,575	4,345	4,130	3,925	3,550
1/2 Page	4,085	3,880	3,685	3,500	3,150
1/3 Page	3,115	2,960	2,815	2,675	2,400
1/4 Page	2,135	2,025	1,925	1,830	1,650
1/6 Page	1,700	1,615	1,535	1,460	1,325
1/8 Page	1,265	1,200	1,140	1,085	975

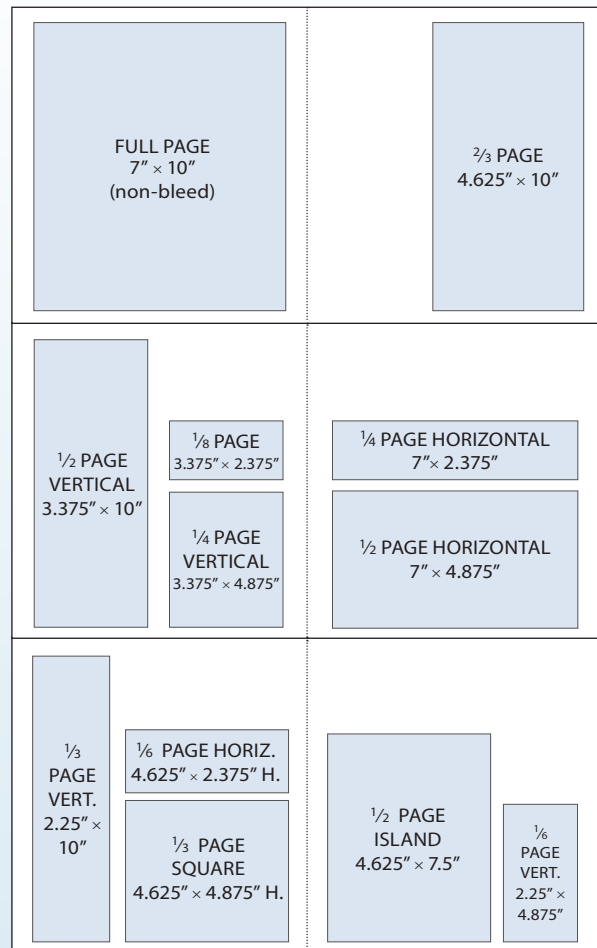
Premium Positions

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.

Regional Rates

Please contact your sales representative



2014 *WoodenBoat* Advertising-Only Sections

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

Effective Issue #237, March/April 2014

	1X	3X	4X	6X	7X
Full Page	\$3,080	\$2,605	\$2,390	\$2,175	\$2,000
1/2 Page	1,670	1,535	1,430	1,325	1,200
1/3 Page*	1,245	1,150	1,125	1,100	975
1/4 Page	835	780	735	690	650
1/6 Page*	710	655	615	580	550
1/8 Page	505	470	440	415	400

* For Boatbuilders section only

2014 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. Please contact your sales representative.

SPONSORSHIPS

WOODENBOAT SHOW

The 23rd Annual WoodenBoat Show will be held at Mystic Seaport, June 27-29, 2014.

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 19,000 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-planting, cold-molding, fiberglass layup, foam core joining and other applications where corrosive steel fasteners cannot be used. Using RAPTOR® nails and staples eliminates the painstaking process of removing fasteners after the adhesive has dried. Additionally, they can be easily sawed and sanded, and they accept paints and stains.

CONTACT Patrick Mooney;
512-265-8626,
patrick.mooney@raptornails.com;
www.raptornails.com

RAPTOR

GORILLA GLUE

INTERIOR/EXTERIOR ADHESIVE

Gorilla Glue is a versatile interior/exterior 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

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 extensive bibliography, unlimited resources and links, and a subscription to the venerable *Nautical Research Journal*, a quarterly periodical dedicated to maritime and naval historical research. Yearly membership: \$38 in the US, \$50 elsewhere.

**CONTACT: 556-968-2111; nrghomeoffice@nethnrg.org;
www.theNRG.org**

EPIFANES TWO-PART POLYURETHANE IN 450 COLORS

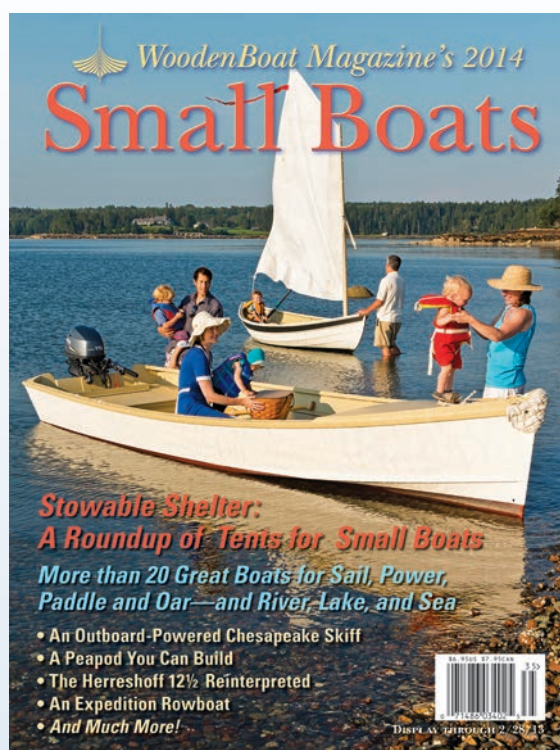
Epifanes' two-part polyurethane coating is now available in 450 unique marine colors. Renowned for its easy application—brushed, rolled, or sprayed—Epifanes polyurethane delivers an abrasion-resistant, mirror-like finish, coat in high-gloss or satin on fiberglass, aluminum, steel, copper, and like. Use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

Topline Sponsor: \$500/e-news

Product Release: \$250/e-news

2014

SPECIAL ANNUAL PUBLICATIONS



WoodenBoat Magazine's 2015 Small Boats

Small Boats is an annual newsstand publication from the editors of *WoodenBoat*. *Small Boats 2015* 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 2014.

**Space Reservation Deadline:
September 5, 2014**



Ad Rates (Net)

ROP

Boatbuilders and Kits & Plans

Cover II, III	\$3,600	
Cover IV	\$4,000	
Full Page	\$2,500	\$1,755
½ Page (horiz or vert)	\$2,200	\$1,050
⅓ page (square)	\$2,000	\$830 (<i>Builders section only</i>)
¼ page (horiz or vert)	\$1,400	\$540
⅙ page (vertical)	\$1,170	\$450 (<i>Builders section only</i>)
⅛ page	\$750	\$320

Contact your sales representative to discuss adding these annual publications on to your current advertising schedule at a reduced rate!

2014 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

2014 ADVERTISING CLOSING DATES

ISSUE	SPACE RESERVATIONS AND MATERIALS DUE DATE	PUBLICATION DATE
MARCH/APRIL #237	January 6, 2014	February 18
MAY/JUNE #238 <i>WoodenBoat Show Issue</i>	March 5	April 17
JULY/AUGUST #239 <i>Special Museum Section</i>	May 5	June 18
SEPTEMBER/OCTOBER #240	July 7	August 18
NOVEMBER/DECEMBER #241	September 5	October 20
SMALL BOATS 2015	September 5	November 28
JANUARY/FEBRUARY #242	November 5	December 18

CONTACT US

WoodenBoat Magazine Advertising Department

207-359-4651

advertising@woodenboat.com

www.woodenboat.com

2014 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 page rate. Multiple sheet inserts: one-time 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.

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.



WoodenBoat

41 WoodenBoat Lane, P.O. Box 78, Brooklin, Maine 04616-0078

tel: (207)359-4651

fax: (207)359-8920

www.woodenboat.com