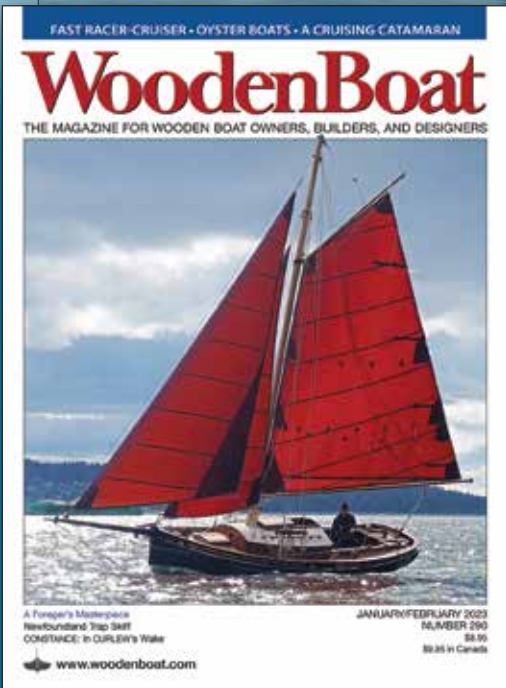
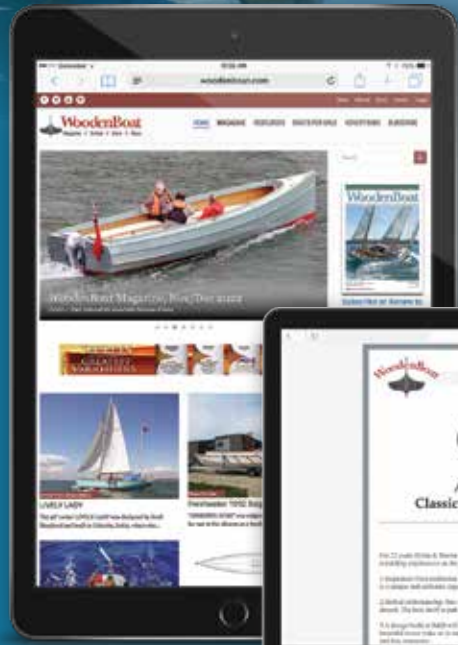


WoodenBoat

THE MAGAZINE FOR WOODEN BOAT OWNERS, BUILDERS, AND DESIGNERS



DIGITAL/PRINT



WEB



EMAILS AND SPONSORED E-BLASTS



SPONSORED E-BLASTS

Send your custom message to the *WoodenBoat* email list of 42,000+ email addresses. We can design the e-blast for you or you can submit a designed html file. *WoodenBoat* sponsored e-blasts get a 29% open rate on average.

Sponsored E-Blast

\$2,000/e-blast



WOODENBOAT SHOW



THE 32ND ANNUAL WoodenBoat Show

The WoodenBoat Show will be held
at Mystic Seaport, Mystic, CT,
June 28-30, 2024.



FOR EXHIBIT INFORMATION:

Please contact:

Andrew Brece (andrew@woodenboat.com)
or **Ray Clark** (ray@woodenboat.com)

Visit our website:

www.thewoodenboatshow.com

PRINT AND DIGITAL ADVERTISING

2024 *WoodenBoat* ROP Print Ads

Effective Issue #297, March/April 2024

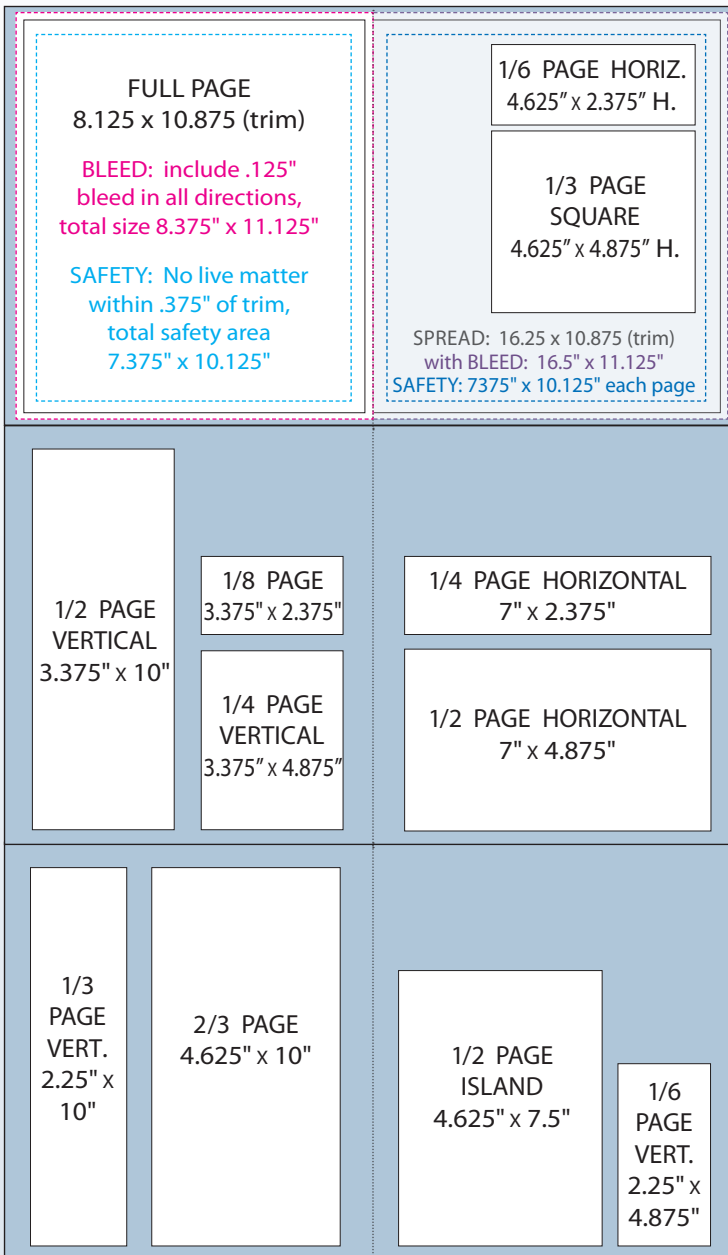
Net Rates	1x	3x	4x	6x
Full Page	\$5,000	\$4,575	\$4,200	\$3,850
2/3 Page	3,700	3,400	3,100	2,850
1/2 Island	3,500	3,200	2,925	2,700
1/2 Page	2,900	2,675	2,450	2,250
1/3 Page	1,800	1,675	1,525	1,400
1/4 Page	1,425	1,300	1,200	1,100
1/6 Page	1,075	975	900	825
1/8 Page	825	775	700	650

2024 *WoodenBoat* Advertising-Only Sections

Brokers, Boatbuilders, Kits & Plans
Effective Issue #297, March/April 2024

Net Rates	1x	3x	4x	6x
Full Page	\$3,180	\$2,705	\$2,490	\$2,275
1/2 Page	1,770	1,635	1,530	1,425
1/3 Page*	1,345	1,250	1,225	1,200
1/4 Page	935	880	835	790
1/6 Page*	810	755	715	680
1/8 Page	605	570	540	515

*Boatbuilders section only



Print Specifications

Printed web offset.
Perfect bound.

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

DOCUMENT SIZE: 8.125" x 10.875" (trim).
For full page ads and spreads, please include a bleed. (Trim size for spreads equals 16.25" x 10.875")

BLEEDS: Full page ads and spreads only.
For bleeds: extend image area .125" outside trim area in all directions.

Total **full page** size 8.375" x 11.125"
Total **spread** size 16.5" x 11.125"

For safety: no live matter within .375" of trim
Full page safety area 7.375" x 10.125"
Spread safety area 7.375" x 10.125" each page

COLOR: Four-color process (SWOP standards).

ART: Art and photos **must be 300 dpi**. Art must be CMYK, not RGB or spot color.

BORDERS: Will be added at our discretion.

FILE TYPES ACCEPTED:

- High Resolution PDF (at least 300 dpi)
- Adobe CS6 or earlier—InDesign (must be packaged with all art and fonts); Photoshop or Illustrator downsaved to CS6.

ABOUT OUR READERSHIP

FREQUENCY: Bi-monthly

ESTABLISHED: 1974

PRINT CIRCULATION: 60,000 paid

DIGITAL CIRCULATION: 4,000

E-NEWSLETTER SUBSCRIBERS: 42,000

WEBSITE VIEWERS: 68,000+ unique/month

FACEBOOK: 158,000+ followers

INSTAGRAM: 23,000+ 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 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

WoodenBoat Publications

WoodenBoat Publications, Inc. is independently owned and was founded (with *WoodenBoat Magazine*) in 1974. Currently, the company publishes magazines (*WoodenBoat* and *Professional BoatBuilder*), books, monographs, and plans. Additionally, the company includes The WoodenBoat School, the WoodenBoat Store, the WoodenBoat Show, Mastering Skills with WoodenBoat, several sites on the Internet (including www.smallboatsnation.com), 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* 60,000 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.

List Rental

To enhance your direct mail efforts, rent the *WoodenBoat* postal mailing list. Our mailing list is available through Estee Marketing Group. Contact: Deana Snyder, dsnyder@esteemarketing.com, (914) 235-7080 ext. 306.

2024 ADVERTISING CLOSING DATES

Issue	Space Reservation and Materials Due	Publication Date
March/April #297	January 5, 2024	February 13, 2024
May/June #298	March 5, 2024	April 16, 2024
July/August #299 <i>(Special Museum Section & WoodenBoat Show Issue)</i>	May 6, 2024	June 18, 2024
September/October #300	July 5, 2024	August 13, 2024
November/December #301	September 5, 2024	October 15, 2024
January/February #302	November 4, 2024	December 10, 2024

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

WEBSITE AND EMAIL ADVERTISING

www.woodenboat.com

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 *WoodenBoat's* readership.

Ad Type	Rate	Dimensions	Max File Size
Banner	\$500/mo*	728 x 90 pixels + 320 x 50 pixels (for mobile phones)	200 kb
Block	\$250/mo*	180 x 150 pixels	200 kb

JPG Files preferred, no flash or animation. Ads will link to your website.
*Price for 12 month contract. Consult sales representative for monthly rate.



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 15. All Boats for Sale listings are automatically renewed/billed every 30 days, until you notify us to cancel.

Weekly Email

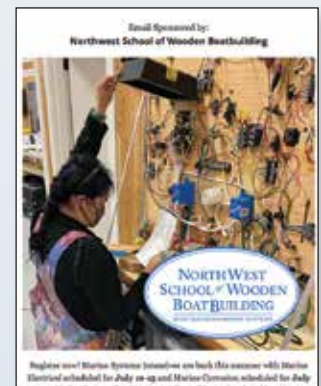
Every week *WoodenBoat* sends an email to its house list—which just so happens to be one of the biggest (42,000+) with the highest open rate in the industry. This exclusive opportunity offers unparalleled exposure to one advertiser per email. At \$500 per email, you'll probably want to buy more than one. Please contact your sales representative for specs.

Social Media Posts

Gain exposure to *WoodenBoat's* 157,000+ Facebook and 120,000+ Instagram followers. All our sponsored posts are carefully designed to properly satisfy these social media platform algorithms making your sponsored post highly visible. \$900 per custom-created sponsored post to both social platforms. Please contact your sales representative for specs.

www.SmallBoatsNation.com

SmallBoatsNation.com delivers in-depth articles that inform, educate, and entertain every person interested in exploring small boats and the adventures that come with them. Category sponsorship provides sponsors the opportunity to be mentioned on the top of the category page as well as have a hero image on the page. Contact your sales representative for more information.



Ad Type

Rate

Weekly Email

\$500/email

Social Media Posts

\$900/post

Small Boats Nation

Contact sales rep for pricing

