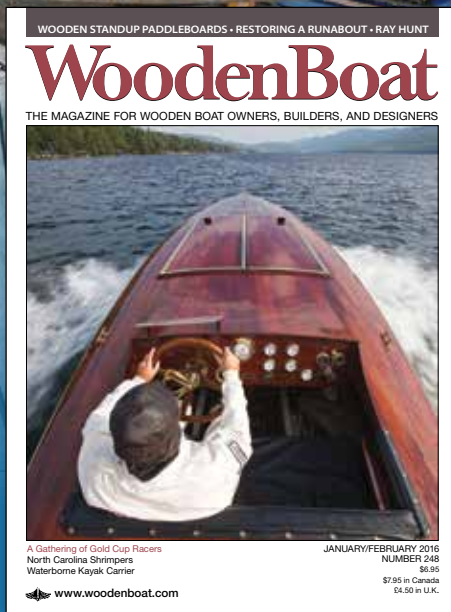


SCHOONER BOWDOIN • GAR WOOD • A SHORT-HANDED OCEAN RACER

# WoodenBoat

THE MAGAZINE FOR WOODEN BOAT OWNERS, BUILDERS, AND DESIGNERS



WEB

PRINT/DIGITAL

SPONSORSHIPS

# PRINT ADVERTISING

## 2017 *WoodenBoat* ROP Print Ads

Effective Issue #255, March/April 2017

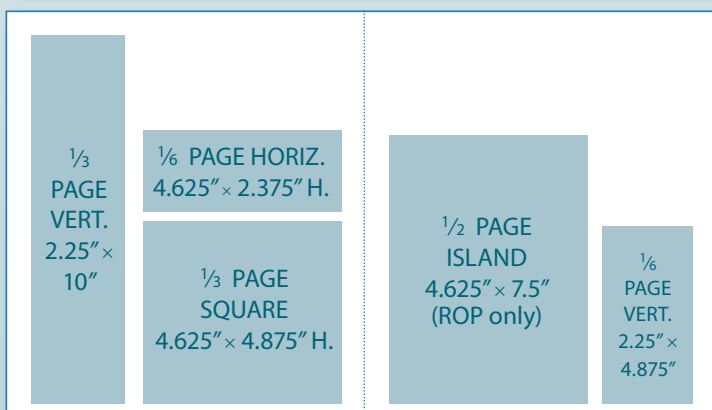
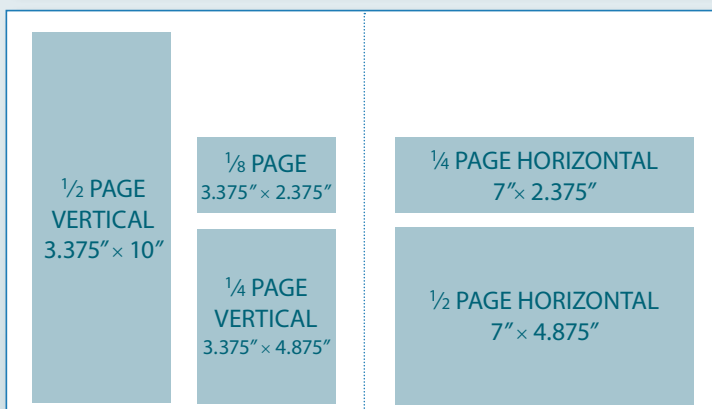
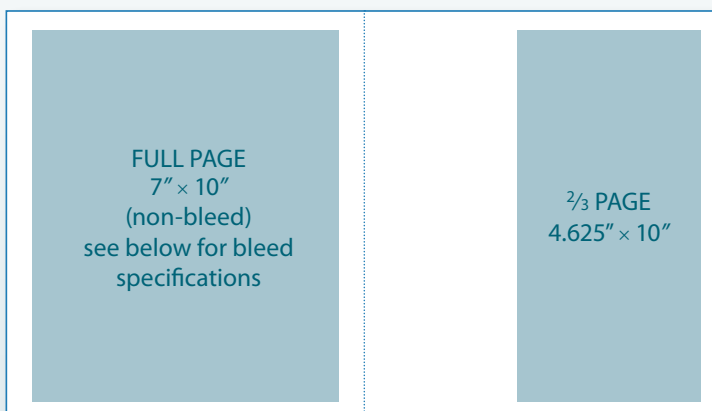
Net Rates	1x	3x	4x	6x
<b>Full Page</b>	\$5,000	\$4,575	\$4,200	\$3,850
<b>2/3 Page</b>	3,700	3,400	3,100	2,850
<b>1/2 Island</b>	3,500	3,200	2,925	2,700
<b>1/2 Page</b>	2,900	2,675	2,450	2,250
<b>1/3 Page</b>	1,800	1,675	1,525	1,400
<b>1/4 Page</b>	1,425	1,300	1,200	1,100
<b>1/6 Page</b>	1,075	975	900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

## 2017 *WoodenBoat* Advertising-Only Sections

Brokers, Boatbuilders, Kits & Plans, Vintage Boats & Services  
Effective Issue #255, March/April 2017

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

\*Boatbuilders section only



## 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](http://www.woodenboat.com))
- **Kits & Plans** ([www.woodenboat.com/boat-plans-kits](http://www.woodenboat.com/boat-plans-kits))
- **Boats for Sale** ([www.woodenboat.com/boats-sale](http://www.woodenboat.com/boats-sale))

Ad Type	Rate	Dimensions	Max File Size
<b>Banner</b>	\$350/mo	728 x 90 pixels + 320 x 50 pixels (for mobile phones)	40 kb
<b>Block</b>	\$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 offers advertising in our bi-monthly e-newsletter. The newsletter is sent to nearly 35,000 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
<b>Top Banner</b>	\$500/mo	530 x 76 pixels	40 kb
<b>Block Ads</b>	\$250/mo	180 x 150 pixels	25 kb
<b>Sponsored Blast</b>	\$2,000	Please contact Sales Rep for specs.	

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

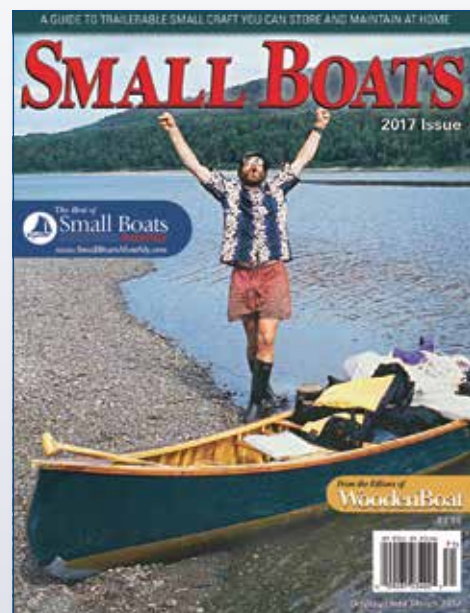


# SMALL BOATS

## 2018 *WoodenBoat* Magazine's *Small Boats*

*Small Boats* is an annual newsstand publication from the editors of *WoodenBoat*. *Small Boats* 2018 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 2017, 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 5, 2017.** Contact your sales representative to discuss adding this annual publication to your current advertising schedule at a reduced rate!



## Celebrating 26 Years WoodenBoat Show

The WoodenBoat Show will be held  
at Mystic Seaport, Mystic, CT,  
June 30-July 2, 2017.

### 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](http://www.thewoodenboatshow.com)

# WoodenBoat

## MEDIA MENU 39 2017

**FREQUENCY:** Bi-monthly

**ESTABLISHED:** 1974

**PRINT CIRCULATION:** 70,000 paid

**DIGITAL CIRCULATION:** 3,000

**E-NEWSLETTER SUBSCRIBERS:** 35,000

**WEBSITE VIEWERS:** 550,000 unique/year

**FACEBOOK:** 150,000+ 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 Refit International Exhibition & Conference, 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.

## 2017 ADVERTISING CLOSING DATES

Issue	Space Reservation and Materials Due	Publication Date
March/April #255	January 5, 2017	February 16, 2017
May/June #256 ( <i>WoodenBoat Show Issue</i> )	March 6, 2017	April 18, 2017
July/August #257 ( <i>Special Museum Section</i> )	May 5, 2017	June 19, 2017
September/October #258	July 5, 2017	August 16, 2017
November/December #259	September 5, 2017	October 17, 2017
Small Boats 2018	September 5, 2017	November 29, 2017
January/February #260	November 6, 2017	December 18, 2017

## 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 $\frac{5}{8}$ " 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](http://www.woodenboat.com) email [classified@woodenboat.com](mailto:classified@woodenboat.com) or call our Classified Ad Manager at (207) 359-4651.

Deadline for the January/February issue: November 7, 2016

**Boatbuilding Shops**  
  
 A small boat on the water, likely a rowing boat or a small sailboat, used for recreational purposes.

**Business Opportunities**  
  
 A sailboat on the water, likely a recreational sailboat, used for sailing and cruising.

**Charters**  
  
 A sailboat on the water, likely a recreational sailboat, used for sailing and cruising.

**Education & Training**  
  
 A sailboat on the water, likely a recreational sailboat, used for sailing and cruising.

**WOODENBOAT SCHOOL**  
  
 A sailboat on the water, likely a recreational sailboat, used for sailing and cruising.

**CARPENTRY FOREMAN**  
  
 A sailboat on the water, likely a recreational sailboat, used for sailing and cruising.

**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  
  
 A small boat on the water, likely a rowing boat or a small sailboat, used for recreational purposes.

**PACIFIC CATALYST II, Inc.**  
 Expeditions in the Pacific Northwest  
  
 A sailboat on the water, likely a recreational sailboat, used for sailing and cruising.

**WOODEN BOATWORKS**  
  
 A small boat on the water, likely a rowing boat or a small sailboat, used for recreational purposes.

**15-17 Sport Utility Runabout**  
  
 A small boat on the water, likely a rowing boat or a small sailboat, used for recreational purposes.

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

**Tranquil Waters**  
  
 A sailboat on the water, likely a recreational sailboat, used for sailing and cruising.

**MARINE SERVICES**

Commercial & Recreational Vessels Surveys  
**Donald McCann**

Website: [www.tranquilwaters.com](http://www.tranquilwaters.com) • Email: [dmccann@tranquilwaters.com](mailto:dmccann@tranquilwaters.com)  
 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

**\$200/issue = \$1,200/year**  
 Raftings pricing with one-year (6x) contract

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