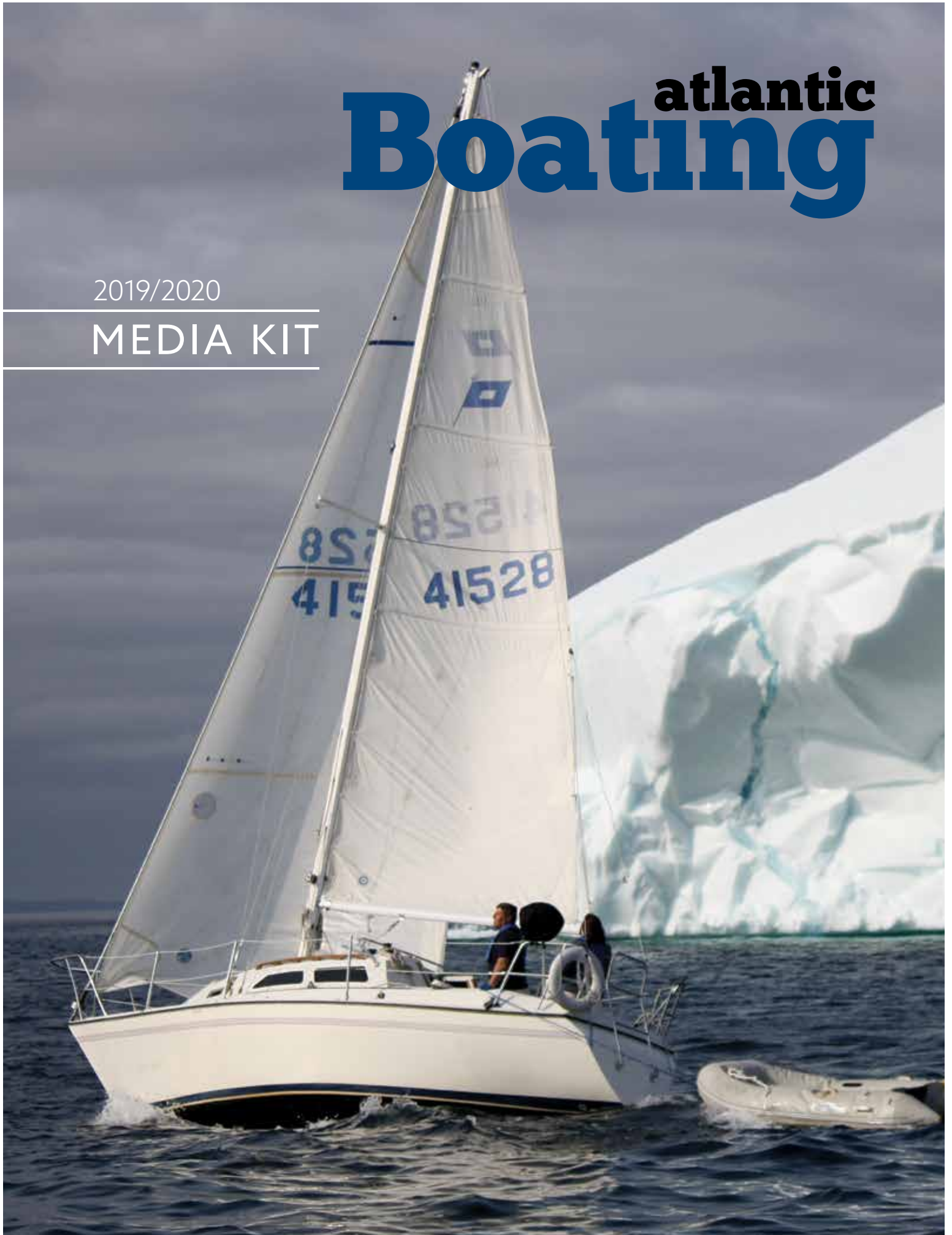


atlantic Boating

2019/2020

MEDIA KIT



atlantic Boating

The essence of Atlantic Canada is our ocean and the beauty that surrounds it. Boating is a lifestyle that most Atlantic Canadians participate in, it is about community and enjoying the waters around us!

Atlantic Boating is a high quality magazine that will keep the boating community informed of what is going around them with local content and beyond, we will have tips from crew members, products from on and off the water, and so much more.

WHAT'S INSIDE

FEATURED BOATS

What's new in Sail and Power Boats.

EVENTS PAGE

Keeping our readers informed of what's happening in Atlantic Canada and beyond.

Q&A FROM A CREW MEMBER

Ask Atlantic Boating a question about boating and one of our experienced crew members from the community will answer you.

FEATURE STORY FROM ATLANTIC CANADA

Every issue will include a local story about one of our local boaters, an upcoming event, or one that has already taken place.

THE MARINA

Featuring boats for sale.

NEW GEAR/PRODUCTS

This section will give companies an opportunity to showcase new products for the boating community.

TRAVEL

What to plan for your next adventure.



DISTRIBUTION

3,000 PRINTED COPIES

Distributed to selected yacht clubs, marinas and specialty boat shops throughout Atlantic Canada

(Winter issue will be handed out at the Moncton, Ottawa and Halifax Boat Shows.)

DIGITAL MAGAZINE

Made available to:

- 5,000 clients of Ocean Yacht Sales
- 6,000 clients of Navigator magazine and Atlantic Fisherman

(All ads in digital copies of the magazine are hyperlinked to advertiser's website.)





ADVERTISING RATES

STANDARD SPACE	4x Rate	3x Rate	2x Rate	1x Rate
Full Page (8.875" x 11.375" Full Bleed)	\$900	\$995	\$1095	\$1,195
1/2 Page Horz. (3.5" x 10")	\$500	\$550	\$650	\$750
1/2 Page Vert. (7.25" x 4.875")	\$500	\$550	\$650	\$750

PREMIUM SPACE	4x Rate	3x Rate	2x Rate	1x Rate
Inside Front Cover (8.875" x 11.375" Full Bleed)	\$1,200	\$1,300	\$1,400	\$1,500
Inside Back Cover (8.875" x 11.375" Full Bleed)	\$1,200	\$1,300	\$1,400	\$1,500
Outside Back Cover (8.875" x 11.375" Full Bleed)	\$1,500	\$1,600	\$1,700	\$1,800
Double Page Spread (17.25" x 11.375" Full Bleed)	\$2,000	\$2,190	\$2,290	\$2,390

ADVERTORIALS	4x Rate	3x Rate	2x Rate	1x Rate
Two Page Spread	\$2,200	\$2,300	\$2,400	\$2,500

Rates do not include HST. Rates are net of agency commission. Rates are subject to change without notice. All advertising copy subject to the approval of the publisher.

MECHANICAL SPECIFICATIONS

Publication Trim Size: 8.375" x 10.875"

Full Bleed Size: 8.875" x 11.375"

Active Image Area: 7.25" x 10"

- Preferred file format for supplied ads is press quality PDF.
- Supplied ads may also be sent as native files. Preferred programs include InDesign, Illustrator and Photoshop. Include fonts converted to outlines, embedded images and a JPEG or PDF for proof comparison.
- Microsoft Word files are not acceptable.
- All colours must be CMYK. Images must be 300 dpi at 100% printed size.

PUBLICATIONS & DISTRIBUTION DATES:

	Creative Deadline	Distribution
Atlantic Boating Magazine		
Winter 2019	Jan. 4, 2019	Mid-January
Spring 2019	Mar. 22, 2019	Mid-April
Summer 2019	June 21, 2019	Mid-July
Winter 2020	Jan. 3, 2020	Mid-January
Boat Show Guides		
Ottawa: Spring 2019	Jan. 25, 2019	Feb. 2019
Moncton: Spring 2019	Feb. 8, 2019	Mar. 2019
Chester Race Week Event Guide		
Aug. 2019	July 27, 2019	Aug. 4, 2019

For more information please contact

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Navigator
PUBLISHING