

# YACHT ESSENTIALS

Media Kit



# DISTRIBUTION



Atlantic Ocean

Gulf of Mexico

Caribbean Sea

Pacific Ocean

**WE GO WHERE THE YACHTS GO:**

- Solid Caribbean Distribution from Jamaica to Aruba
- North American Distribution through the Major Professional Yacht Ports on Atlantic and Pacific Coasts (with strong emphasis on South Florida)
- Mediterranean Distribution through Southern France and Spain
- Always seeking to expand to new professional yacht regions

# READERSHIP

## Communicating to professional yachts is not always the easiest of tasks...

Who do you target? The Captain OR the owners? Do you include the rest of the crew in your message? Depending on your goals, it's not always an easy answer.

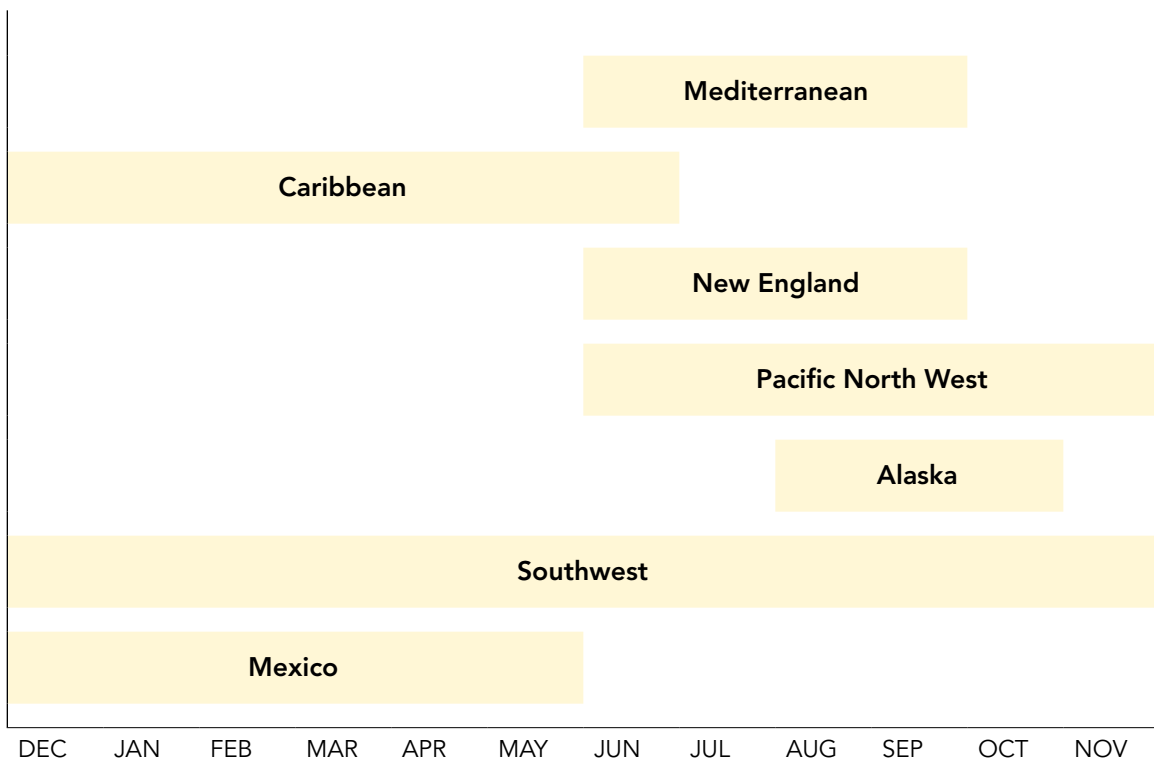
YACHT *Essentials* Magazine and the successful YACHT *Essentials* Annual Port editions were designed to speak to all three:

## OWNERS, CAPTAINS & CREW

Owners, Captains and Crew all have different needs but through our experience there is a lot of commonality and often times to be successful you need buy-in from all three parties. (And yes, much to our surprise with our *Crew Life* experiment, owners stay keenly aware of crew politics)

The formula works... *Let's brainstorm a solution together.*

## SEASONS



# YACHT ESSENTIALS MAGAZINE RATES

**FREQUENCY:** Bi-monthly (6 issues per year)

**CIRCULATION:** Approximately 16,000 per month

**TRIM SIZE:** 8.5"w x 10.875"h

**YACHT ESSENTIALS RATE CARD:** All prices in USD

Display Ad Size	6x	3x	1x
<b>FULL PAGE</b> Bleed 8.75"w x 11.13"h No bleed: 7.5"w x 9.67"h			
<b>HALF PAGE</b> Horizontal 7.5"w x 4.7"h			
<b>HALF PAGE</b> Vertical 3.62"w x 9.67"h			
<b>Lifestyle Companies:</b>			
FULL PAGE	\$2,500	\$2,750	\$3,025
HALF PAGE			
<b>Marine Products:</b>			
FULL PAGE	\$1,575	\$1,725	\$1,900
HALF PAGE	\$850	\$950	\$1,050
<b>Marine Builders / Marinas / Yards:</b>			
FULL PAGE	\$1,275	\$1,400	\$1,550
HALF PAGE	\$700	\$770	\$850
<b>Events / Philanthropies / Tourism Boards:</b>			
FULL PAGE	\$995	\$995	\$995
HALF PAGE	\$550	\$550	\$550

## BROKERAGE / MARKETPLACE:

Brokerage Ad Size	
<b>FULL PAGE</b> Bleed 8.75"w x 11.13"h No bleed: 7.5"w x 9.67"h	\$995
<b>HALF PAGE</b> Horizontal 7.5"w x 4.7"h	\$550
<b>HALF PAGE</b> Vertical 3.62"w x 9.67"h	\$300
<b>QUARTER PAGE</b> 3.62"w x 4.7"h	\$165
<b>EIGHTH PAGE</b> Vertical 1.68"w x 4.7"h	

## DEADLINES:

Issues	JAN	MAR	MAY	JULY	SEPT	NOV
Space Reservation	11/15	1/15	3/15	5/15	7/15	9/15
Artwork Due	11/25	1/25	3/25	5/25	7/25	9/25

# ARTWORK SPECS

## DIGITAL SPECIFICATIONS FOR PRINT READY ARTWORK:

### Preferred File Format:

Print ready TIFF, flattened PDF or EPS format at 300 dpi

### Media Requirements:

- CD-Rom (We DO NOT return cds).
  - Material instructions and printed proof of artwork must accompany the cd

### Electronic Transfer:

- E-mail (depending on size of ad) nicole@allatsea.net
- Internet/FTP
  - Instructions for electronic transfer are available from the Yacht Essentials production department. (amyk@allatsea.net)

### Document Construction:

- All colors must be CMYK
- Bleed must be set to 0.125"
  - Build pages to trim and extend bleed 1/8" beyond page edge on all sides.
  - Retain all live matter at least 5/16" from final trim.
  - Trim size for each publication varies. Please see individual rate card for trim size
- 300 dpi resolution

### Need help Designing your Artwork?

Our Art department will work with your company to design an ad that effectively gets your message across to our readers.

- Design Service Fees: \$50/hour. Minimum of 1 hr.
- Requirements: High resolution (300 dpi) logos and images must be provided.

# PAYMENT TERMS

## ALL PAYMENTS ARE EXPECTED IN US DOLLARS.

### We Accept:

- US draft Checks
- Wire Transfers (Please contact us for Wiring Instructions)
- Credit Cards (Visa, Mastercard and American Express)

### Don't Forget our two Discounts!

- Automatic Credit Card Payment = 5% discount
- Annual Prepay = 10% discount