

# SEA Fisherman & BOATOWNER ('F&B')

National  
Monthly, with a choice of **printed & electronic versions**

\$9.95 rr

On Sale **1st week, each month**

Deadline **1st week month prior**

Full colour

Printed in Australia (CTP)

275 H x 205 W

80 - 100 pages

Established 1993

**Printed:** 5,500-6,750 paid pm (P.C.)\*

2,500-4,000 newsagents sales p.m.

2,500-2,750

subscribers

(at any

given

time).

## Electronic:

Started in  
Jan 09 with  
4,500  
copies  
emailed  
(free) to F&B  
paid print  
subscribers,  
and industry.

\*Sea Media will be re-joining the ABC/CAB Audit burea early 09 - as soon as the new regs for web traffic and magazine audits are ratified. Please check-in with Ruth for the latest details

No other boating magazine in Australia has anything like the collective years of boat and fishing experience of the F&B editorial team. Up to 20 different contributors each issue, all work hard to produce the most interesting, **relevant** and diverse boating magazine in Australia.

Considered to be one of the most credible sources of boating information in the Australian boating world, F&B is the boating consumer's only source of certified fuel consumption data for outboard and inboard engines. For the 2009 season, F&B is stepping up a notch; it is bigger, more informative and increasing its focus on 'pre-loved' and new family boats in the 4.5 - 12.5m range.

The extensive boat and engine test program is boosted now by a nationwide team of State editors, bringing

readers right up to date with the latest events, marine developments and regulatory changes in their state. The DIY ("Do It Yourself") component has been increased, whilst traditional favourites (not least of which is F&B's Holiday Series) and F&B's renowned 'hands-on' writing style, will continue as before.



For further information about the background, dynamics and direction of F&B, visit our web site

[www.seamedia.com.au](http://www.seamedia.com.au)

**SEA Fisherman & BOATOWNER ('F&B') Ad Rates\*\***

<b>Booking . . .</b>	<b>1- 3 Ads per year.</b>			<b>4-12 Ads per year</b>		
Size	Invoice Rate	Including GST	Amount You Pay After 10% Settlement Discount	Invoice Rate	Including GST	Amount You Pay After 10% Settlement Discount
<b>1/8th Page</b>	\$373	\$410.30	= <b>\$369.27</b>	\$320	\$352	= <b>\$316.80</b>
<b>1/6th Page</b>	487	535.70	= <b>482.13</b>	418	459.80	= <b>413.82</b>
<b>1/4 Page</b>	716	787.60	= <b>708.84</b>	615	676.50	= <b>608.85</b>
<b>1/3rd Page</b>	933	1026.30	= <b>923.67</b>	802	882.20	= <b>793.98</b>
<b>1/2 Page</b>	1366	1502.60	= <b>1352.34</b>	1172	1289.20	= <b>1160.28</b>
<b>1/4 Page "Floating"</b>	857	942.70	= <b>848.43</b>	734	807.40	= <b>726.66</b>
<b>1/3rd Page "Floating"</b>	1119	1230.90	= <b>1107.81</b>	961	1057.10	= <b>951.39</b>
<b>Junior Page "Floating"</b>	1640	1804.00	= <b>1623.60</b>	1409	1549.90	= <b>1394.91</b>
<b>Full Page</b>	2605	2865.50	= <b>2578.95</b>	2236	2459.60	= <b>2213.64</b>
<b>Double Page Spread</b>	4818	5299.80	= <b>4769.82</b>	4140	4554.00	= <b>4098.60</b>



**Trimmed Page Size 275 mm h x 205 mm w. ("American quarto") 15 mm edge gutters, 13mm top and 14 mm bottom gutter. 4 mm bleeds. 150-175 lpi screen ruling. Net copy area 248 mm x 175 mm**

**Y-2009 Rate Card\*\* For F&B. NOTE: Current until June 30, 2009**

**Ad rates shown are eligible for a 10% prompt payment discount**

**Special Placements, Upfronts, Covers, Inserts, Onserts (etc):**  
*These days, (almost) anything is possible. Talk to Publisher Ruth Cunningham for specifics.*  
**Production** Macintosh Quark Express 7.31(+) with Adobe PDF protocols for CTP  
**Ad Supply** Hi-res PDF or EPS format only. **Ad Transport** CD, DVD or Email.  
**Deadline for F&B Bookings** 1st of the month prior. **Material** 7-10th of month prior  
**Cancellations** Month prior. **Ad Agency Commission** Standard industry rates & practice  
 Average monthly **Circulation** (paid) 5,500 - 6,750 copies/paid (P.C.)\*



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