

Australian Fisherman & BOATOWNER ('F&B')

National
 Monthly
 \$9.95 rr
 On Sale **1st week, each month**
 Deadline **1st week month prior**
 Glossy magazine (**Plus e-version**)
 Printed in Australia
 275 H x 205 W
 84 - 100 pages
 Established 1993
 6,500- 8,000 paid p.m.,
 made up of
 ■ 3,000-4,000
 newsagents
 sales p.m.
 ■ 2,500
print
 subscribers
 (at any given
 time), with an
 additional
 ■ 1,500 (+)
e-F&B
 readers on-
 line with
 e-F&B "Real
 View" page
 turning
 technology.

Considered one of the most credible sources of boating information in the Australian boating world, F&B specialises in the most comprehensive boat tests in the industry. It is the only boating magazine with regular correspondents in every State of Australia, presenting a true national magazine coverage.

For the 2010-2011 season, F&B is stepping up a notch; it's bigger, more informative, and focusing exclusively on fishing and family trailerboats in the 3.5 - 7.5m range - with an even greater emphasis on F&B's renowned technical editorial, and holiday advisory info from the team's unique work in the field. Significantly, it is moving with the times, too, and is **now available on-line every**

month with "Real View" page turning technology. F&B's extensive boat test program highlights the relative merits - *or demerits* - of the wide range of trailerboats in Australia, and consider how well they stack up against the consumers' expectations. Traditional editorial favourites (not least of which is F&B's Holiday Places 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

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

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



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 2010-11 Rate Card For F&B. Current until June 30, 2011**

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 8.1.6.2 with Adobe **PDF protocols** for CTP

Ad Supply **PDF 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) 6,500 - 8,500 copies/paid/eF&B



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Magazine Ad Sizes & Shapes

Popular advertisement sizes, where “w” = the width of the ad, and “h” = the height		
1/8th Page ad		
Vertical ad	45 mm w x 120 mm h	
1/6th Page ad		
Horizontal ad	85 mm w x 80 mm h	Vertical ad 55 mm w x 120 mm h
1/4 Page ad		
Horizontal ad	175 mm w x 60 mm h	Vertical ad 85 mm w x 120 mm h
1/3rd Page ad		
Horizontal ad	175 mm w x 80 mm h	Vertical ad 55 mm w x 248 mm h
1/2 Page ad		
Horizontal ad	175 mm w x 120 mm h	Vertical ad 85 mm w x 248 mm h
1/4 Page “Floating” ad		
Square	102 mm w x 102 mm h	- free standing, surrounded by editorial
1/3rd Page “Floating” ad		
Square	118 mm w x 118 mm h	- free standing, surrounded by editorial
Junior Page “Floating” ad		
Vertical (only)	115 mm w x 185 mm h	- free standing over two RH columns, editorial above, and alongside (single col on the LH side of the ad)
Full Page Ad		
Type Area	175 mm w x 248 mm h	- Full Page Bleed (3 sides) 209 mm w x 283 mm h
Double Page Spread ad		
Type Area	380 mm w x 248 mm h	- With Bleed All Round , 418 mm w x 283 mm h

Designer Notes: SEA Media uses the popular “American Quarto” format in most publications. The **Trimmed Page Size** is 275 mm high x 205 mm wide. The ‘type area’ on a full page is 248 mm x 175 mm. We use 15 mm side margins, with 13 mm margin on the top of the page, and 14 mm on the bottom. Where ‘super-size’ or bleed-off ads are being designed, we strongly recommend designers leave a 4mm margin **inside** the trimmed off page (to make sure valuable copy or picture details aren’t inadvertently trimmed off!) and we recommend at least 4 mm ‘bleeds’ off the edge of the trimmed page. 150-175 lpi screen ruling. And yes, a CMYK proof does help quality control. If you can’t figure something out, have special problems or want to try something different, call **Peter (07) 5577 5700 (Ext 5)** anytime at all.

5 Simple Reasons Why Boat Builders & Suppliers Are Better Off With F&B

1. F&B Provides **Brand Credibility**

Readers trust F&B. Hundreds of them have been reading and trusting Peter Webster's editorial for 20-30 years - *thousands* have trusted his advice for the last decade. If F&B says it is a good boat and worth the money, the readers know they can believe it.

2. F&B Builds **National Awareness**

From Queenstown Tas, to Cooktown FNQ, and right around Oz to Broome, WA - F&B has thousands of readers. They're in every single nook and cranny of Australia - and there is no more cost effective way of getting to them.

3. F&B Is A **Powerful National Sales Tool**

F&B has stacks of 'street cred' - and for more than 18 years, has been selling boats all over Australia. It's what we do - and given advertising customers who will listen and take our input and advice on board, we do it very effectively.

4. F&B Has **Relevance To Customer**

With a 100% effective target audience for fishing boats in the 4.5m to 7.5m size range, there's no wastage at all. The magazine is purchased by the readers, not **GIVEN to them** to 'file' or read 'next month'. They **buy** F&B because they WANT to know what's going on; they want to know about the new boats and gear.

5. F&B Creates **A Warm & Fuzzy Feeling!**

It's what everybody wants. The boat buyers want to feel good about their purchase. About their investment in the new boat. They want to know they have done the Right Thing. They want to know that the boat you are selling is one that will always give them that 'warm and fuzzy' feeling. **It's our job.**
