

F&B's Trailers, Towing & Rooftopping

National
 Bi-Annual (Every 2 years)
 \$9.95 rr
 On Sale **November 2007**
 Deadline **October 1st 2007**
 Full colour
 Printed in Australia (CTP)
 275 H x 205 W
 100 pages, "square" back
 PC 8,000-9,000 (est)
 7,500 newsagents sales
 750-1,000 direct/book shops
 On Sale 3 x 3 month periods
 over 12 months.

There are more than 700,000 registered boat trailers in Australia, and recent changes to the national trailer and towing laws in Australia, **impact on every trailer boatowner**. For many, the only alternative is to buy a new trailer. Others will try and re-build their old one. Either way, the rules have changed; the technologies have changed - and there is a great deal of confusion and mis-information amongst boatowners. They badly need independent, expert advice and information. In this unique publication, they get it. No other boating journalist has Peter Webster's vast, 35 years' experience towing boats all over Australia. From the smallest trailer to the biggest, he has used them all. This edition also highlights 5th wheel trailers, more DIY trailer repairs and the vexing aluminium vs gal steel issues. Given Australia's increasingly 'water-less' society, maintenance free aluminium trailers are being increasingly favoured by the public

and industry - but is this a practical trend? Another area of great interest to trailer boat owners concerns after market accessories, including spotlights, special driving seats, long range tanks and suspension upgrades ranging from new springs and shockers, to complete air bag suspensions. Apart from newsagents, the publication will be available from every boat retailer in Australia and the SEA Library.



First Edition
 Cover Shown for
 Display Purposes

For further information about the background, content and the direction of F&B's 2008/9 Trailers, Towing & Rooftopping, visit our web site www.seamedia.com.au

F&B's Trailers, Towing & Rooftopping 2008/9

| Size | Ad Rate | With GST | | Amount You Pay After 10% Settlement Discount |
|------------------------|---------|----------|---|--|
| 1/8th Page | \$373 | \$410.30 | = | \$369.27 |
| 1/6th Page | 487 | 535.70 | = | 482.13 |
| 1/4 Page | 716 | 787.60 | = | 708.84 |
| 1/3rd Page | 933 | 1026.30 | = | 923.67 |
| 1/2 Page | 1366 | 1502.60 | = | 1352.34 |
| 1/4 Page "Floating" | 857 | 942.70 | = | 848.43 |
| 1/3rd Page "Floating" | 1119 | 1230.90 | = | 1107.81 |
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| Full Page | 2605 | 2865.50 | = | 2578.95 |
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NOTE 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-2008/9 'Trailers, Towing & RoofTopping' Rate Card Bookings Close October 1st, 2007

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 7.2 with Adobe **PDF protocols** for CTP

Ad Supply PDF or EPS format **only**. **Ad Transport** CD, DVD or Email.

Deadline for T&T Bookings Friday arvo, **October 1st 2007.**

Material 7th of October (Or talk to Peter)

Ad Agency Commission Standard industry rates & practice

***All rates shown include GST*



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