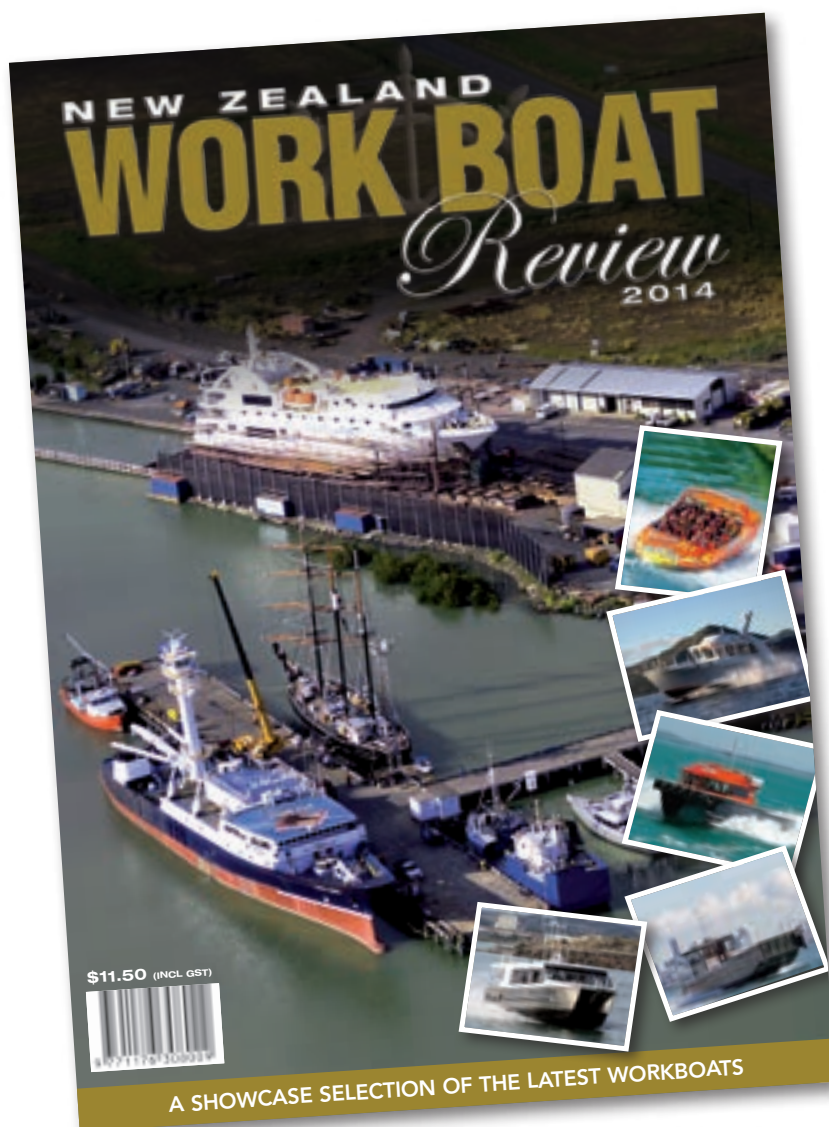


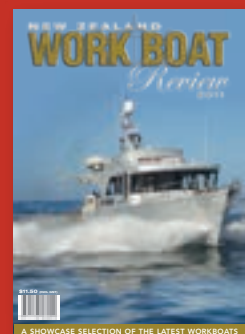
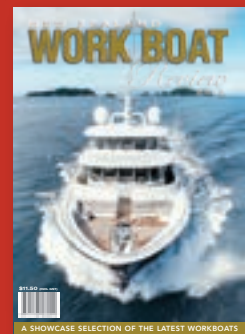
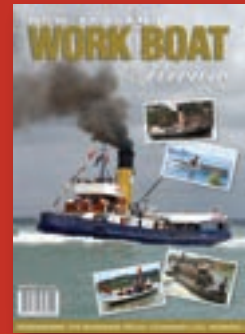
NEW ZEALAND **WORK BOAT** *Review*

A SHOWCASE SELECTION
OF THE LATEST WORKBOATS



New Zealand Workboat Review is published for the maritime industry. It is available on subscription with Professional Skipper, and at selected bookshops throughout New Zealand.

MEDIA KIT
2015



Magazine Profile

- *Workboat Review* is the most complete guide of new commercial craft built or entering service in New Zealand.
- Emphasis is given to the requirements of the owners and the technical specifications of designers and builders: "The why and the how."
- *Workboat Review* is of particular interest to owners and operators of commercial craft who are considering the options of building, rebuilding or upgrading machinery and electronic equipment.
- Contributions from the industry are encouraged, provided that they are relevant to the professional marine industry and our readers.

Advertising Benefits

- *Workboat Review* provides a unique window of opportunity into the professional marine industry
- Clearly defined market
- Value added editorial content
- Ideal opportunity to promote products and services
- Full colour coffee table annual edition
- The target audience are active participants in the commercial marine industry and the decision makers
- Published in November of each year – the magazine is an annual and is current for a full year
- *Workboat Review* is distributed to all paid subscribers of *Professional Skipper* and to the key people in the commercial marine world here in New Zealand and Oceania. Also available at selected bookstores
- Vehicle of significant credibility and industry impact
- Advertising that delivers your message to the right audience

Rate Card

4 COLOUR
ONLY

Outside Back Cover	\$2150.00
Inside Front Cover.....	\$2000.00
Inside Back Cover	\$1850.00
Full Page.....	\$1650.00
Half Page.....	\$1160.00
Quarter Page	\$797.00
Quarter Page Vertical	\$897.00
Quarter Page Horizontal	\$897.00
Eight Page	\$495.00
Eight Page Service.....	\$250.00
Promotional Feature DPS	\$2650.00
Promotional Feature FP	\$1650.00

All prices exclude GST. Advertising agency commission not included.

TERMS AND CONDITIONS:

Rates exclude ad production and scanning costs, which may be charged.

Deadline – editorial and advertising material 30 September 2014, on sale from 25 November 2013.

Terms of Payment – in full 20th of month following publication.

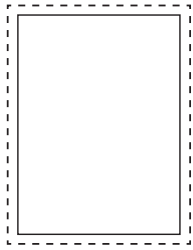
Advertisers are encouraged to contribute information for publication.

Preferential placement plus \$150.00.



www.workboats.co.nz

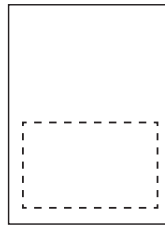
Ad specifications



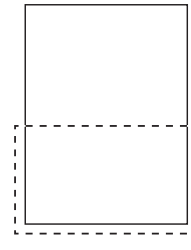
Full page
210 x 297mm
+ 3mm bleed



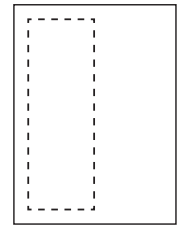
Double page spread
420 x 297mm + 3mm bleed



Half page
186 x 128mm



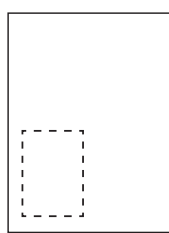
Half page + bleed
210 x 145mm
+ 3mm bleed



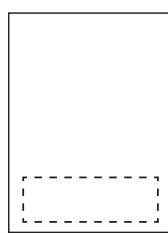
Half page vert
90 x 262mm



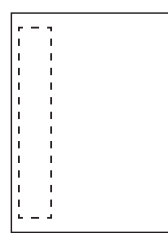
Half page vert + bleed
102 x 297mm + 3mm



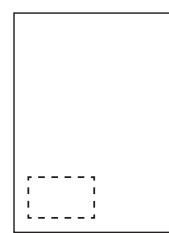
Quarter page
90 x 128mm



Quarter page horz
186 x 61mm



Quarter page vert
45 x 262mm



Eighth page & Service
90 x 61mm

MECHANICAL PROCESS:

A4, gloss art Press: Sheet fed Binding: Saddle stitch

MATERIAL REQUIREMENTS:

Files can be sent to us on either CD Rom, or via email: advertising@skipper.co.nz

Accepted formats include Indesign CS4, Illustrator CS4, Acrobat PDF, Photoshop CS4.

Colour images must be CMYK and 300dpi, greyscale images should be 240dpi.

Ads created in Illustrator should be supplied as an EPS or PDF file with all images and fonts embedded, text should be converted to outlines. Also supply a printed copy (or PDF file) for visual reference.

PDF files should be high resolution using the Acrobat PRESS QUALITY setting. All fonts must be embedded.

Registration must be centered.

ADVERTISING AGENCIES MUST SUPPLY A COPY OF COMPLETED ADVERTISEMENTS DIGITALLY, WITH FONTS, LOGOS, ETC, EMBEDDED. (OTHERWISE PRODUCTION CHARGES WILL APPLY).

Any text for insertion into the magazine should be saved as a word file (.doc).

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