

SPORTBOAT

2012 MEDIA KIT



sportboatmag.com



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Sportboat Magazine is the new voice of performance boating. Published on high-gloss, heavy-stock paper by the same publisher that brings you *Automobile*, *Hot Rod*, *Motor Trend* magazines and much more. *Sportboat* takes readers behind the scenes and behind the wheels of the best high-performance powerboats America has to offer.

SportBoat's newsstand distribution of 100,000 is 5 times larger than all the competition.

EDITORIAL HIGHLIGHTS IN EVERY ISSUE:

- New reviews of performance boats
- Tow vehicle reviews
- Hands-on technical reviews and DIY articles
- The latest and greatest parts and accessories to upgrade your boat and engines
- Breaking news from the Marine industry
- A sneak peak into the *Hot Rod* archives
- **MUCH, MUCH MORE!**

EDITORIAL BENEFITS:

- Opportunity to grow your business by getting your products and marketing message in front of a new enthusiast audience
- Companies affiliated with *SportBoat* through advertising and editorial are being seen by a whole new enthusiast audience

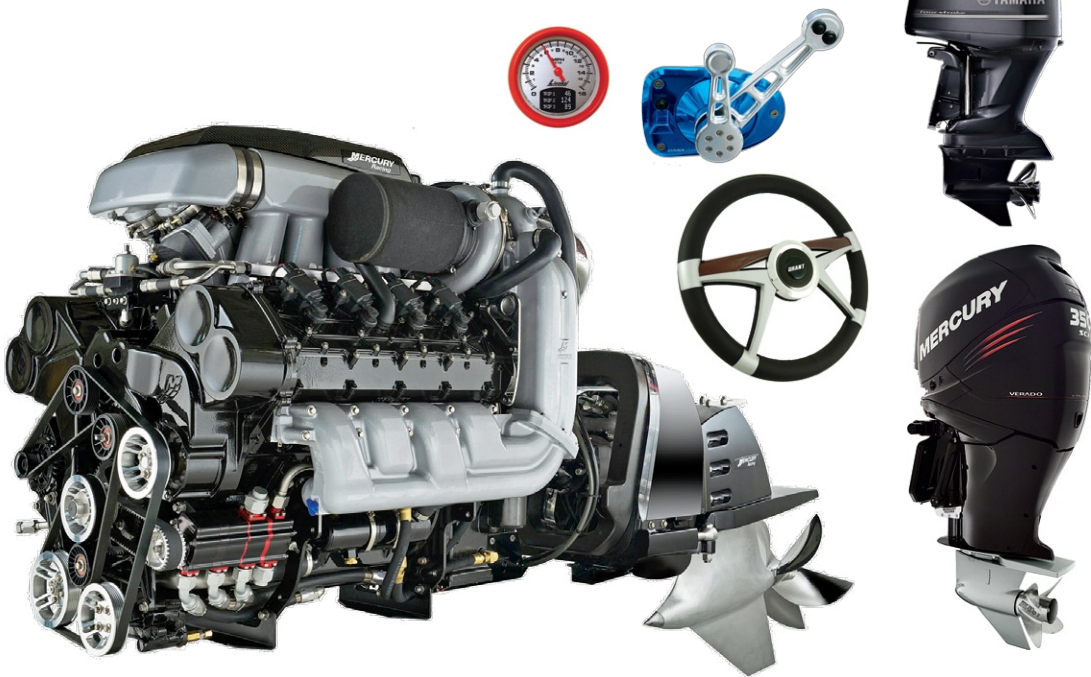


Editorial Samples



**100,000
NEWSSTAND
DISTRIBUTION**

**ON SALE
FOR 90 DAYS**



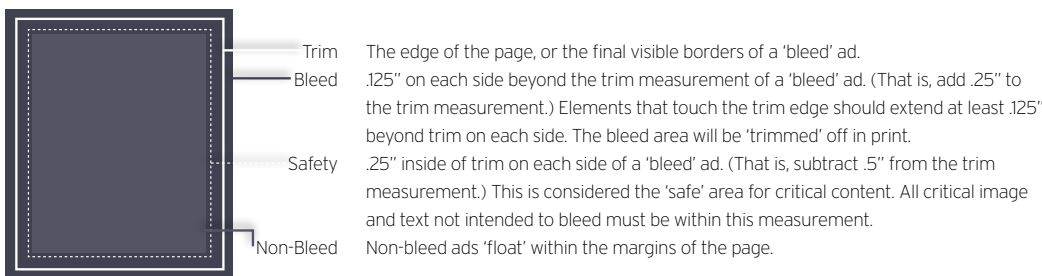
ISSUE	AD CLOSE	ON SALE
SPRING '12	11/14/11	1/17/12
SUMMER '12	3/26/12	5/29/12
FALL '12	6/18/12	8/21/12
WINTER '12	9/12/12	11/13/12

AD RATES	1X	4X
Cover 2/4	\$4,500	\$4,050
Cover 3	\$3,800	\$3,400
Full page	\$3,300	\$2,970
2/3 page	\$2,600	\$2,340
1/2 page	\$1,800	\$1,620
1/3 page	\$1,200	\$1,080

NEW MARKETPLACE SECTION

	1X	4X
1/3 Horz. or Vert.	\$1,080	\$970
1/4 Square	\$810	\$725
1/6 Horz. or Vert.	\$540	\$485
1/12 square	\$380	\$340

Specs	2 Page 1/2 Horiz.	Full Page	2/3 Vert.	1/2 Horiz.	1/2 Island	1/3 Vert.	1/3 Square
Non Bleed	14.25 x 4.75	6.75 x 9.75	4.4375 x 9.75	6.75 x 4.75	4.4375 x 7.25	2.125 x 9.75	4.4375 x 4.75
Bleed	15.25 x 5.375	7.75 x 10.75	5.0625 x 10.75	7.75 x 5.375	5.0625 x 7.875	2.75 x 10.75	
Trim	15 x 5.125	7.5 x 10.5	4.8125 x 10.5	7.5 x 5.125	4.8125 x 7.625	2.5 x 10.5	
Safety	14.5 x 4.625	7 x 10	4.3125 x 10	7 x 4.625	4.3125 x 7.125	2 x 10	
Specs	1/4 Square	1/6 Vert.	1/6 Hor.	1/12 Page			
Non Bleed	4.4375 x 3.5625	2.125 x 4.75	4.4375 x 2.3125	2.125 x 2.3125			



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