2019 Media Planner

Contents

DEMOGRAPHICS
EDITORIAL CALENDAR
DISPLAY AD RATES
DISPLAY AD SPECS

Behan Gifford / Nica Waters, Advertising Sales Directors
Behan: 415-868-3633 • Nica: 434-989-6126 • Advertising@goodoldboat.com
Demographics

OUR READERS ARE LOOKING FOR YOUR PRODUCTS

REGIONAL DISTRIBUTION

- Atlantic: 37%
- Great Lakes states: 17%
- Gulf Coast: 12%
- Pacific (Alaska and Hawaii): 14%
- Interior: 10%
- Canada and other countries: 10%

OUR READERS ARE:
- 96% male
- 88% college educated
- 58% have more than 20 years of sailing experience
- 94% own their homes

AGES:
- 25-35: 2%
- 35-50: 19%
- 50-70: 69%
- 70+: 10%

HOUSEHOLD INCOME:
- $25-$50,000: 9%
- $50-$100,000: 40%
- $100-$300,000: 43%
- $300,000+: 8%

SAILING HABITS:
- 50% spend 0-30 days per year on their boat
- 36% spend 1-3 months per year on their boat
- 86% are daysailors
- 60% are weekend or coastal cruisers
- 26% charter a sailboat
- 20% spend a week on a chartered sailboat
- 5% spend two weeks on a chartered sailboat

READING HABITS:
- 13.5% read only Good Old Boat
- 84% do not read Sailing
- 79% do not read Wooden Boat
- 63% do not read Practical Sailor
- 59% do not read Cruising World
- 59% do not read Sail

HOBBIES
- 46% attend boatshows
- 43% like to hike
- 42% like to bike
- 39% enjoy photography
- 39% like to canoe or kayak

READER LONGEVITY:
- 43% have been subscribing for 2 to 4 years
- 15% have been subscribing for 6 to 8 years
- 11% have been subscribing for 8 to 10 years or more

Based on our own Readers’ Survey

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2019 Advertising Rates

MAGAZINE DISPLAY AD RATES - per placement

<table>
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<th>3x</th>
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DISCOUNTS:
Prepay 10% • Electronic Ad file 5%

CLOSING DATES

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<td>July/August 2019</td>
<td>May 6, 2019</td>
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<td>September/October 2019</td>
<td>July 1, 2019</td>
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<td>November/December 2019</td>
<td>September 2, 2019</td>
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<tr>
<td>January/February 2020</td>
<td>November 4, 2019</td>
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</table>

CLASSIFIED AD RATES & SIZE
$50 per inch
A column inch is 1.625 inches wide. Ads can be purchased in half-inch increments, up to 3 inches long.

WEBSITE AD RATES
As of August 2018, we are developing a new website for our URL (www.goodoldboat.com) and will have advertising opportunities available after we finalize the design. More information to follow.

THE DOGWATCH AD RATES
Our recently released digital newsletter reaches more than 28,000 readers per month. Placements in our HTML announcement email are introductory priced at $75 for a limited time. Call now to reserve. Ad size: 300 x 250 pixels. Info current as of January 2018, other sizes and placement options will be available soon.

OUR READERS ARE YOUR CUSTOMERS!
Perhaps more so than for any other North American sailing magazine, our readers are point-of-sale consumers. Our readers appreciate our DIY-focused content because they are more inclined to maintain, repair, and upgrade their boats themselves. That means our readers are the sailors standing in the aisles of chandleries and talking to boat yard managers making product purchase decisions. They’re the people cleaning and prepping surfaces and installing new whatevers. Our readers are the focused audience you want to reach with your advertising.

91% of our readers own sailboats
92% of our readers do minor repairs
50% do major repairs
88% do routine maintenance
77% do their own boat improvements

Nearly all (94%) of our readers keep their back issues for future reference. (That means they also keep your ad.) Oh yes, and 48% lend their copies to other sailors

More about our readers.
94% do the cleaning and waxing
84% install their own deck hardware
83% do the woodworking and varnishing
76% do their own rigging maintenance
74% do the bottom painting
75% install all new rigging and deck hardware
66% install their own electronics
53% install a variety of other systems, such as plumbing, refrigeration, and heating or air conditioning
91% get their installation and do-it-yourself info from magazines

YOUR AD COUNTS
Your ad is not lost in our magazine. Our content-to-ad ratio is high. Every display ad stands out, often on a page of its own. Our classified ad section is attractive and not overwhelming and our readers look through it.

84% used information in the magazine to work on a boat
61% purchased a product or service advertised in the magazine
55% used information in the magazine to advise someone else
54% requested information on a product or service advertised in the magazine
52% talked about a product advertised in the magazine

Based on own Readers’ Survey

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Display Ad Specs

**DIMENSIONS**

<table>
<thead>
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<td>1/8 page</td>
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<td>2.375”</td>
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</tbody>
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**WE’LL DESIGN YOUR AD**

We are happy to design and build your ad for you. We charge $40 per hour for this service. Once it is complete it is yours to use in other publications.

**POLICIES**

Ads are subject to acceptance by the publisher. Cancellations are not possible after our published closing dates. No refunds are issued.

**AGREEMENTS**

Once it is accepted, we assume your ad will run until you tell us otherwise, unless we have agreed to a specific number of insertions. We are happy to rotate or alter ads as you desire, as long as we receive instructions before our deadlines.

We operate in an informal atmosphere with simple agreements - no contracts.

**AD SPECS**

Ads must be submitted as a press-quality PDF or high-resolution TIFF or JPG file, at the correct size, at a resolution of at least 300 dpi, and in CMYK. (Do not apply LZW compression to TIFF images.)

We can convert your digital file to the proper format if it has been created using InDesign, Photoshop, and Illustrator (production charges may apply).

Please do not submit files created in Publisher, Word, or other non-graphics programs. Please include all art and photo files and all fonts used in the ad.

Please contact Nancy Koucky to email or FTP your electronic files. For any questions regarding ad layout and design, she can be reached at 239-233-3003 or nancyk@goodoldboat.com.

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