

GOOD OLD BOAT™

The sailing magazine for the rest of us!



2018 Media Planner

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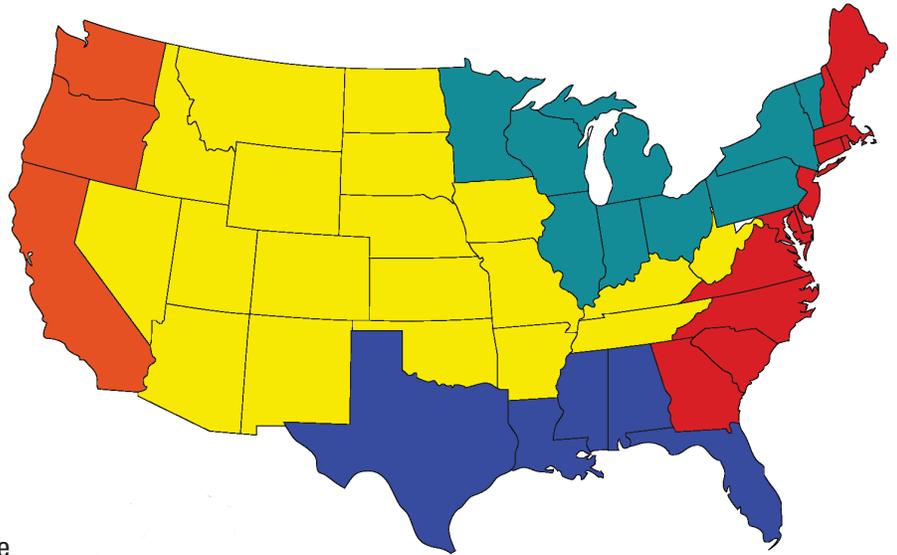


Demographics

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 *WoodenBoat*
- 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

Editorial Calendar & Closing Dates

JANUARY/FEBRUARY 2018 (#118)

- Rebuilding a Perko strainer
- Sailcloth boat cards • Epoxy deck repair
- Vagabond 47 refit
- Lessons learned from going aground
- In-depth look at a sea-cock failure
- Restoring an inflatable
- Review and design comparison of the Niagara 26
- Wintering aboard
- A charter adventure in the BVIs
- And more...

CLOSING DATE

November 3, 2017

ON SALE

January 2, 2018

MARCH/APRIL 2018 (#119)

- Making a quarter berth storage tube
- DIY shackle pull • Making a solar arch
- Swageless rigging terminals
- Installing an integrated cabin A/C system
- Review and design comparison of the Allied Princess 36
- And much more...

CLOSING DATE

January 3, 2018

ON SALE

February 27, 2018

MAY/JUNE 2018 (#120)

- Make a deck storage bag
- Survey of passage equipment failures
- Sewing a splice • Drying lines
- Sailing successfully as a team
- Review and design comparison of the Tartan 27-2
- Refit: Rhodes Robin trailer-sailer
- Initiating new sailors
- DIY storm windows
- And much more...

CLOSING DATE

March 5, 2018

ON SALE

May 1, 2018

JULY /AUGUST 2018 (#121)

- DIY hard-top dodger
- 5200 sail repair,
- Galling 101
- New and improved chain hook design
- Adding a hatch
- Wind 101
- Reflections: First coral atoll,
- Cruising Memories: Lifetime of good old boats
- And product profile

CLOSING DATE

May 7, 2018

ON SALE

July 3, 2018

SEPTEMBER/OCTOBER 2018 (#122) ANNAPOLIS BOAT SHOW ISSUE

- Review Boat and Design Comparison: Cape Dory 30 MKII
- Refit Boat: Irwin 37
- Converting an icebox
- Outboard attachment
- Making a wrench wrap
- Reflections: First coral atoll
- Cruising Memories: La Ratta and All Aboard a Triton
- Product profiles
- Readers Photo Spread
-
- And more.

CLOSING DATE

July 2, 2018

ON SALE

August 28, 2018

NOVEMBER/DECEMBER 2018 (#123)

- To be determined

CLOSING DATE

September 3, 2018

ON SALE

October 30, 2018

Content subject to change

2018 Advertising Rates

MAGAZINE DISPLAY AD RATES - per placement

PAGE SIZE	3x	6x (5% discount)
Full page	\$1,898	\$1,803
Back cover	2,268	2,155
Inside front cover	2,062	1,959
Inside back cover	2,062	1,959
Page 2	2,034	1,932
Page 4	1,975	1,876
1/2 page island	1,671	1,587
1/2 page	1,522	1,445
1/3 page	1,045	993
1/4 page	800	760
1/6 page	537	510
1/8 page	472	448

DISCOUNTS:

Prepay 10% • Electronic Ad file 5%

CLOSING DATES

ISSUE	DEADLINE
March/April 2018	January 3, 2018
May/June 2018	March 5, 2018
July/August 2018	May 7, 2018
September/October 2018	July 2, 2018
November/December 2018	September 3, 2018
January/February 2019	November 5, 2018

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 January 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 whatever's. 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 woodwork 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 our own Readers' Survey

Display Ad Specs

DIMENSIONS

Page size	W	H
Full bleed	8 ³ / ₈ " (8.375)	11 ¹ / ₈ " (11.125)
Full	7"	10"
1/2 island	4 ⁵ / ₈ " (4.625)	7 ³ / ₈ " (7.375)
1/2 horiz.	7"	4 ⁷ / ₈ " (4.875)
1/2 vert.	3 ¹ / ₄ " (3.25)	10"
1/3 square	4 ⁵ / ₈ " (4.625)	4 ⁷ / ₈ " (4.875)
1/3 vert.	2 ¹ / ₄ " (2.25)	10"
1/4 horiz.	7"	2 ³ / ₈ " (2.375)
1/4 vert.	3 ¹ / ₄ " (3.25)	4 ⁷ / ₈ " (4.875)
1/6 horiz.	4 ⁵ / ₈ " (4.625)	2 ³ / ₈ " (2.375)
1/6 vert.	2 ¹ / ₄ " (2.25)	4 ⁷ / ₈ " (4.875)
1/8 page	3 ¹ / ₄ " (3.25)	2 ³ / ₈ " (2.375)

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.

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.

