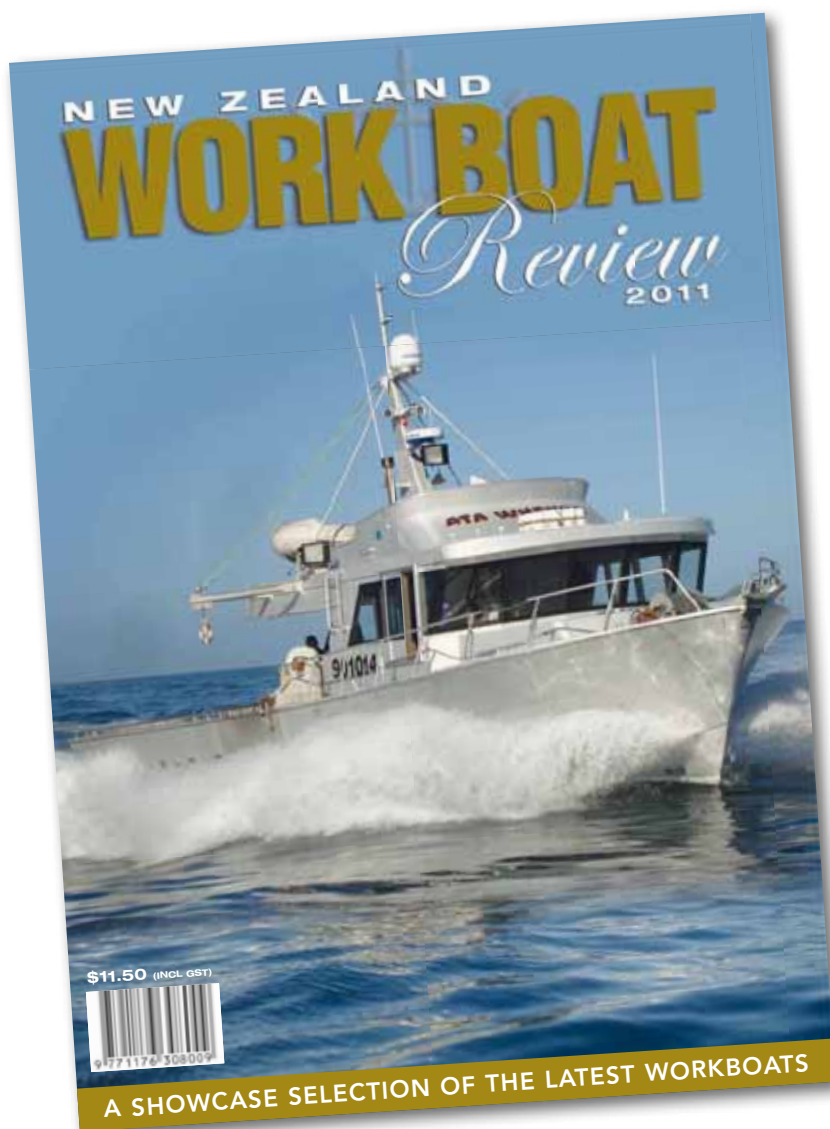


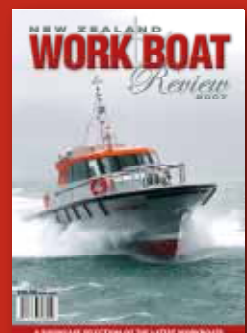
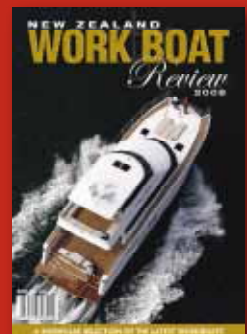
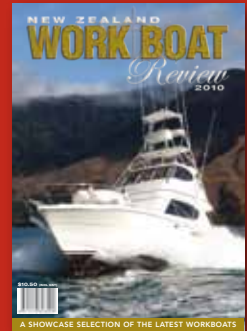
NEW ZEALAND **WORK BOAT** *Review*

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 through New Zealand.

MEDIA KIT



Magazine Profile

- *Workboat Review* focuses on new and recently refitted commercial vessels
- 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
- The magazine is available to the public through selected bookstores and by subscriptions
- 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
Eight Page	\$495.00
Eight Page Service.....	\$250.00
Promotional Feature DPS	\$2200.00
Promotional Feature FP	\$1200.00

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 August 2.

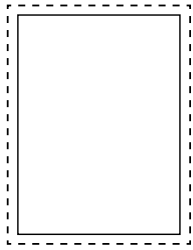
Terms of Payment – in full 20th of month following publication.

Advertisers are encouraged to contribute information for publication.

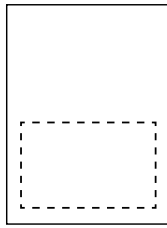
Preferential placement plus \$150.00.



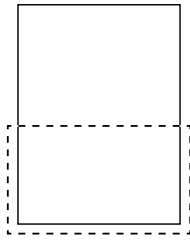
Ad specifications



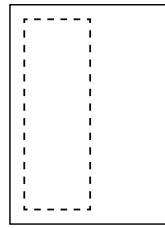
Full page
210 x 297mm
+ 3mm bleed



Half page
180 x 128mm



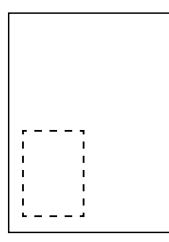
Half page + bleed
210 x 145mm
+ 3mm bleed



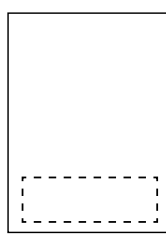
Half page vert
90 x 262mm



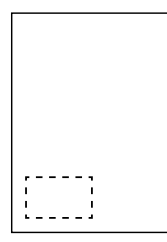
Half page vert + bleed
102 x 297mm + 3mm



Quarter page vert
90 x 128mm



Quarter page
180 x 61mm



Eighth page
90 x 61mm

MECHANICAL PROCESS:

A4, gloss art Press: Sheet fed Binding: Perfect bound

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 OPTIMISED default setting. All fonts must be embedded. Registration must be centered.

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

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

CONTACT DETAILS

Ph 09 533 4336, fax 09 533 4337

4 Prince Regent Drive, Half Moon Bay, Auckland 2012, New Zealand

EDITORIAL

Keith Ingram, ph 09 533 4336, mob 0274 584 747, email keith@skipper.co.nz

SALES EXECUTIVE

Trudy Dickinson

ph 09 630 3584

mob 021 388 892

email trudy_dickinson@yahoo.co.nz

ACCOUNTS/SUBSCRIPTIONS

Vivienne Ingram, email: viv.ingram@xtra.co.nz

