

SPORTBOAT

2011 MEDIA KIT



sportboatmagazine.com



Sportboat Magazine is the new voice of performance boating. Published on high-gloss, heavy-stock paper by the same publishers that bring 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 5X times higher 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 messaging in front of a new enthusiast audience
- Companies affiliated with *SportBoat* through advertising and editorial are being seen by a whole new enthusiast audience

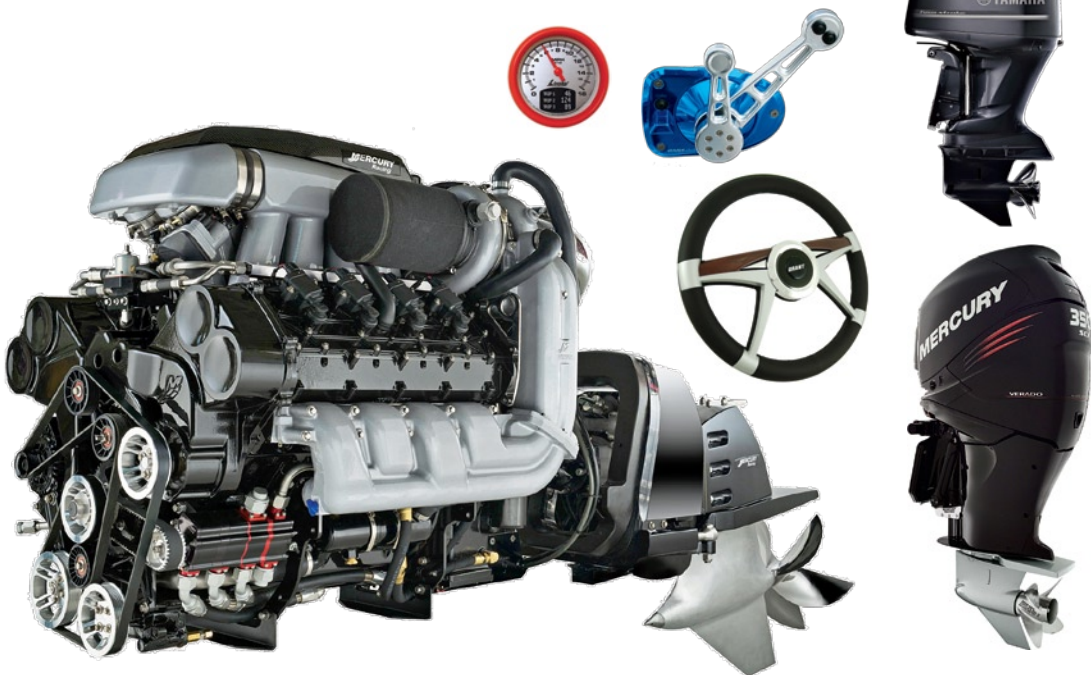


Editorial Samples



**100,000
NEWSSTAND
DISTRIBUTION**

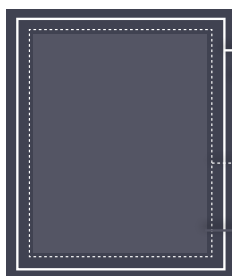
**ON SALE
FOR 90 DAYS**



ISSUE	AD CLOSE	ON SALE
FALL '11	6/23/11	8/23/11
WINTER '11	9/14/11	11/5/11
SPRING '12	12/1/11	1/31/12
SUMMER '12	3/2/12	4/20/12

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
1/4 page	\$900	\$810
1/6 page	\$600	\$540
1/12 page	\$425	\$380

Specs	2 Page 1/2 Horiz.	Full Page	2/3 Vert.	1/2 Horiz.	1/3 Vert.	1/3 Square	1/4 Square
Non Bleed	14.25 x 4.75	6.75 x 9.75	4.4375 x 9.75	6.75 x 4.75	2.125 x 9.75	4.4375 x 4.75	4.4375 x 3.5625
Bleed	15.25 x 5.375	7.75 x 10.75	5.0625 x 10.75	7.75 x 5.375	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	2.5 x 10.5		
Safety	14.5 x 4.625	7 x 10	4.3125 x 10	7 x 4.625	2 x 10		
Specs	1/3 Square	1/4 Square	1/6 Vert.	1/6 Hor.	1/12 Page		
Non Bleed	4.4375 x 4.75	4.4375 x 3.5625	2.125 x 4.75	4.4375 x 2.3125	2.125 x 2.3125		



Trim The edge of the page, or the final visible borders of a 'bleed' ad.

Bleed .125" on each side beyond the trim measurement of a 'bleed' ad. (That is, add .25" to the trim measurement.) Elements that touch the trim edge should extend at least .125" beyond trim on each side. The bleed area will be 'trimmed' off in print.

Safety .25" inside of trim on each side of a 'bleed' ad. (That is, subtract .5" from the trim measurement.) This is considered the 'safe' area for critical content. All critical image and text not intended to bleed must be within this measurement.

Non-Bleed Non-bleed ads 'float' within the margins of the page.

FTP UPLOAD INFORMATION:

ftpwest.sourceinterlink.com

Login: Sportboat

Password: anch0r

Please Upload your files to the "Ads" folder

Digital material is required for all ads. For Source Interlink Media's complete Digital Advertising Specifications, magazine-specific specs and submission information, visit <http://ads.sourceinterlinkmedia.com/> on the web. A SWOP-standard proof, created from the supplied file, must be submitted with each 4-Color ad. If a SWOP proof is not supplied, Source Interlink Media will generate a proof for color guidance and you will be billed.