Whilst new boat sales have suffered fearfully in the post-GFC economic and manufacturing downturn, and more recently, the impact of job losses from the fast-fading mining boom, there are still hundreds of thousands of boatowners regularly pursuing their passion on countless beautiful waterways around Australia.

With their kids, mates and families. New boats are still being sold; anti-fouling is still being applied, and millions of dollars are still being spent on chandlery, electronics and engine upgrades as boatowners refurbish their existing boats, or buy a pre-loved bigger boat that needs a makeover. Or take on a DIY project, or . . .

More than ever, to grow your marine business, you need to be front and centre of the crowd. Here’s how you can do that:
Back in 2012, the writing was on the wall for any printed magazines that couldn’t be displayed next to the check-out counters in the supermarkets. And advertisers wanted a lot more than just a ‘half page colour’ ad and a write-up.

It was time to change. We did.

Accepting the challenge, we brought together the best elements of experienced marine journalism (the bits that make the ‘phone ring) and combined it with an online PDF product, social media, and an array of unique media resources, like no other in Australia.

**Fact Check**

(1) We have delivered 45 PDF magazines online in the 45 months since we stopped (jointly) printing and producing a true online magazine in 2012.

(2) It only takes approx. 29 seconds to release thousands of magazines right into our subscriber’s homes. We accept advertising (without notice) 3-4 days before the mag is released, or just 24 hours before its release with a prior (ad size) booking.

(3) Once they’ve downloaded the magazine, ABM readers don’t need membership numbers, log-ins, passwords or the internet. They just go to their virtual bookshelf, pick an issue - and settle down to enjoy their magazine-style format.

(4) Whilst ABM is in a traditional looking (and reading) magazine format, ABM’s design, layouts and typography have been carefully maximised for computer and tablet reading comfort and pleasure.
Single Page Advertorial

Right: GME

For years, the fashion world and women’s mags have utilised ‘advertorial’ programmes, where appropriate editorial and photography is supplied by the publisher and fashion house working together to their mutual benefit.

The magazine gets the latest trends and products, and the fashionistas get the promotion of their new range for a fraction of the normal ad rate.

*Fact Check

(1) A single page promotion like this one for GME’s popular GX700 VHF on a regular basis need only cost as little as $189 pm.

(2) Typically, the words and photo(s) are supplied by the manufacturer or importer. ABM edits the words, highlights the best and/or salient features, we do the layout and submit the page back to the client for approval.

(3) This could be every month, or in batches to suit product releases, or there could be 2, 3 or 4 single pages involved in any given issue.

(4) And ABM does the artwork.

Double Page Spread Advertorial

Over Leaf: Raymarine x 2, & BLA x 2

ABM is tearing up the old boating play book, and is introducing supplied ‘Marine Advertorial’ to the ABM marketing mix.

Single pages (like the GME page on the right, or the Raymarine, Signature 575F and BLA double page spreads over the page) are amazingly cost effective.

The client supplies the material, we do the layouts; we both sign off the work.

*Fact Check

(1) A double page spread promotion such as we’ve done (overleaf) for Raymarine, or BLA, on a regular basis need only cost as little as $340 per spread per month.

(2) Typically, the words and photo(s) are again supplied by the manufacturer or importer. ABM edits the words, highlights the best and/or salient features, we do the layout and submit the pages back to the client for approval.

(3) This program is specifically designed to haul out that sleepy, specialist stock out in the warehouse, and shine the light of well-targeted publicity on it, at a very affordable rate.

(4) And ABM does the artwork.
For many years, Raymarine has been one of the top electronic equipment manufacturers, increasing their market share and position in the grand scheme of things with many technical innovations.

The most obvious is their work with the Flir Night Vision systems which have now grown to the point where it’s almost standard equipment on most larger cruisers along with the radar, GPS and fish finder.

This year, in a bewildering display of fabulous equipment, the gear that stood out most of all was the remarkable sophisticated Dragonfly5 Combo unit (and there’s about half a dozen models called Dragonfly with different levels of capacity and sophistication) but for the power and efficiency available through this awesome combo package, the price is exceptionally good value.

Like so many of these new electronic devices, I worry sometimes whether a lot of the features are necessarily relevant to the end consumer, especially fishos that go to pretty much the same reef and work the same patches and species all the time in the same area.

That said, these modern transducers with their “CHIRP” facility have features and benefits that will almost certainly uncover more features and characteristics of those same known areas that you have fished for maybe 10 or 20 years because the sounders are now so much more efficient and more able to “paint the picture” of what’s down below.

The GPS side of this gear is well sorted these days and it’s just a standard fitting. The days when boatowners would only buy a single unit system ie, they would buy a fish finder, a GPS unit and a radar as two or three separate units, are well and truly over.

Ray Marine are now working into the management of the ship’s systems processing, with touch screen systems that enable the skipper to flick from screen to screen on demand, and hook it up to a whole raft of additional facilities, be it video in the engine room, temperature gauges for the ocean temperature under the transducer or overlaying the radar plot over the GPS plotter. Flicking between the radar screen, the GPS, the fish finder all happens in milliseconds, and considering the drop in prices today, it’s easy to see why this equipment had queues of people lining up to trial it at the Boat Shows, a process that will continue for the next couple of months.

ABM
In boating circles, there’s a lot of discussion today about boats that have become ‘classics’ over the years, a status they have achieved through exemplary performance in the field, safety at sea, resale, etc. Mostly they are in fact very old boats, built in the 1960s and 70s, remembered fondly (and with due respect) but there are some rare exceptions - boats that are properly defined as ‘classics’ but are still in production.

The Haines Signature 575F is one such craft. This is an exceptionally important craft, being launched back in 1992, with an entirely new standard of fully moulded construction wrapped around the patented Haines ‘variable deadrise’ hull - unquestionably the defining GRP hull shape that to this very day, remains the benchmark for the trailerboat world.

Obviously, the 575F tooling has been tweaked and tuned along the way, but the basic shape and configuration remains true to the late John Haines’ brilliant original lines.

Now produced with 2015 electronic capability, and the beautifully smooth, quiet, and economical 4-stroke Suzukis, a very good thing - a genuine ‘classic’ - has become even better in its latest, 2015 format. For more info - visit their excellent web site: http://signatureboats.com.au/boats/fishing/575f/

The Haines Group’s
Signature 575F / Suzuki 140

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<tr>
<th>Specification</th>
<th>Value</th>
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<tbody>
<tr>
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</tr>
<tr>
<td>Beam</td>
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<td>Berths</td>
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<td>BMT Weight*</td>
<td>1900kg</td>
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<td>BMT Length*</td>
<td>7.1m</td>
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<td>BMT Height*</td>
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<td>Max People</td>
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<td>Max load</td>
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*approximate
NEW FOR 2015

Life Cell . . . for real safety at sea.
A device designed to reduce the number of lives lost at sea, by ensuring all safety equipment is contained in one place when 'abandoning ship' is the only option.
Life Cell is made from closed cell PU foam and constructed from UV resistant flame retardant polyethylene (PE). They are supplied with a PE mount bracket.
The Life Cell is designed to automatically float from the bracket in the event of being submerged.
Unlike grab bags, Life Cells float acting as a secure hand hold keeping all crew together and as stable platforms to assist in the deployment of flares and other safety equipment.
Life Cell is a floatation device that stores all your essential safety gear including:
• EPIRBs
• flares
• V-sheets
• whistles
• horns
• torches
but please note these accessories are not included in the prices shown (at left).

Sine Wave Inverters
C-Tick logo and NZ/AU AC Output plugs
Marinco inverters convert battery power into 230V AC sine wave power to enable the use of various appliances.

Models from 300 watts to 2000 watts are available in 12V and 24V versions to operate entertainment systems, hair dryers, microwave ovens and power tools with the appropriate size inverter and battery.
All inverter models have an Australian 230V power socket and the 2000 watt model can also be wired to the loads.
Clean, true sinewave inverter technology that delivers AC power for onboard devices
• For sensitive onboard electronics such as monitors, TV and entertainment centres
• Prevents draining the battery: low battery alarm and low battery shutdown

• Protected against: Over-current, low voltage, reverse polarity and temperature
• Easy to install and operate
• 230V models comply to CE/RCM/AS/NZ Standards

BLA
P.O.Box 7171 Hemmant
Queensland Australia 4174
P: 1300 252 725
F: 1300 252 329
E: sales@bla.com.au
w. blacomau.au
ABM

<table>
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<tr>
<th>BLA Code</th>
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<td>110412</td>
<td>INVR-1 Remote Panel for 1000W and 2000W c/w 7.5m cable</td>
<td>57(W) x 73.5(H)</td>
<td>-</td>
<td>$99.00</td>
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The trouble with most marine products’ web sites is that they all reckon their product is the best.

For the boatowner trying to figure out the BEST combo GPS plotter system - or ANYTHING else, it is a nightmare of hyperbole and bull dust.

Product tests by the ABM team have sold millions and millions of dollars worth of product over the past 40 years.

Why? Because we are able to express a qualified, independent opinion; we test them properly so we say what the products can - and can’t - do. Importantly, a good product test can have a ‘shelf life’ of years.

How do we choose the products?

*Fact Check
(1) In practice, we only choose and actually test the best products from the top manufacturers. It’s a commercial reality, as we can’t afford to test dud products.

(2) Most major field test reports are from products we’ve purchased ourselves, and installed in the relevant Project Boat we’re working with at that time.

(3) In 2016, the new gear-test Project Boat will be operating from April, specifically for blue water electronic gear tests.

We base the decision on the product’s application to ABM’s readership, its potential performance and commercial merits.

Obviously, we work very closely with our ad clients, and look to them for exciting new products which are often installed in one of the Project Boats we maintain for this purpose.

Many advertorial programs can be of a highly technical and complex nature, but we ‘DO’ highly technical, complex and sophisticated promotions every day before lunch, where social media’s fixation on short grabs and small pics simply doesn’t cut it.

Check out the Zip Wake trim control promotion on the following 4 pages.

*Fact Check
(1) This promotion was actually over SIX pages in its original form - and they’d still be rated @ the multi-page rate of $170 pp, so the total would come to just $680 for these four pages, or $1,020 for the original six.

Our readers love this level of complexity and information.

And we have the technical skills and interest to present it effectively.
The Intriguing ZIPWAKE Trim Control System from Sweden, through AMI
The ZIPWAKE Trim Control System

Control, comfort, safety. The new Zipwake Dynamic Trim Control System offers powerboat owners a smooth and comfortable ride even during acceleration.

AMI, a wholesale distributor and specialist agent of leisure marine products, is pleased to announce a recent partnership to deliver Swedish made Zipwake to our Australian customers.

Zipwake is the world’s first inexpensive dynamic trim control system, incorporating a state-of-the-art series of what they describe ‘durable, fast-acting interceptors’ but what most Australian boatowners would call ‘trim tabs’.

The system is fully automatic. It significantly enhances the boat’s performance, fuel economy, comfort and safety when accelerating, turning or running in a seaway.

Zipwake’s unique 3D controls provide the driver with unmatched, user-friendly, intuitive and precise control of running trim, heel or heading. Integral, high-frequency GPS, 3D gyro sensors and a robust ride-controller all come as standard along with a colour display that is readable in bright sunlight.

This first-ever modular design made for mass production makes the series of fast-acting interceptors durable, affordable and perfectly adapted to any planing or semi-planing boat between 6m and 18m. All components have been meticulously engineered to withstand impact and avoid water ingress, thereby minimizing the risk of costly maintenance and downtime.
Hugely popular, and the Next Big Thing as far as ABM readers are concerned! They love ‘em - and in 2016 we’re expanding our video world in several directions.

AB-TV will commence in Q-2, as the video version of our famous Sea Library, with all the videos run in the magazine (since 2013) being lodged in an ever-growing, ‘free to air’ video library we’ve called AB-TV.

We will be aggressively seeking videos from the charter fishing world, amateur producers, Go-Pro enthusiasts, ad agencies and the marine and fishing industries.

Of interest, we’re happy to run one or two vids or TVCs to help a fledgling producer ‘get up and running’, or assist amateur videographers achieve their three minutes of fame, gratis.

However, we’re not in the business of promoting multi-nationals and professional manufacturers’ work on the basis that they are ‘doing us a favour’ letting us run their stuff f.o.c. Those days are long gone.

We’re happy to work with everybody, big and small, but with pro video productions from the big guys, we’ll need to sit down and have an intelligent discussion about the aims, aspirations, costs, viewing time frames, viewer data collation, copyright, rates (etc) so that we can all achieve a fair and reasonable outcome.

As always, there will be a middle ground which will suit all concerned, and enable ABM to fully develop AB-TV’s rich potential, and put our clients’ videos front and centre.
Inserting a PDF brochure into ABM’s production process (which means it has to be ‘hung’ on our web site) is relatively straightforward, but it needs to be in hand 4-5 working days before the mag is released. More, if it is co-ordinated with matching editorial.

The insert rate is based mainly on the half page display ‘window’ it needs in the magazine, and whether it is a one off job or part of an ABM ‘bundle’ of activities such as advertising, video placement, etc.

Think in terms of ‘from’ $525 per insert.

Now think about how much postage you will save getting it out there, with a link to ABM . . . .

Obviously, every brochure or catalogue insert has to be compatible with the aims and aspirations of ABM readers; we reserve the right to decline any brochure or catalogue insert booking we don’t think is appropriate, or in the ABM reader’s best interest.

Run a brochure or an entire catalogue inside ABM magazine with a virtual guarantee that genuine, targeted interest (and the readers’ natural curiosity about all things new and interesting!) will ensure it is opened and read carefully.

Go on, try it for yourself . . . click on the link, enlarge the single page to fill the screen, and be impressed.

As you’ll quickly realise, the physical size of the brochure (or catalogue) is largely irrelevant - but so too is the number of pages it contains.

How’s that for versatility, flexibility? Not to mention being a very powerful method of getting the message across to your target audience with something you’ve already done.
For as long as there are Dads and Mums, kids and boats, the so-Australian love of fishing, swimming, tow sports and family fun will forever sustain the boating world.

(Our thanks to Steve Jones’ family, and mates, for these engaging family photos).