It's Not Rocket Science

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 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.

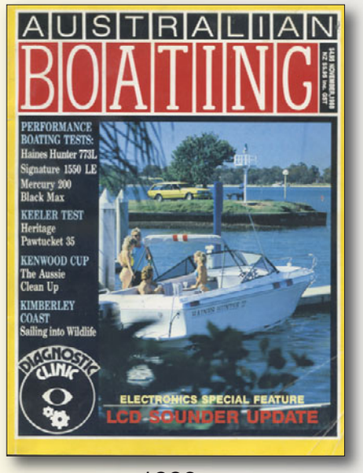
New boats are still being sold; anti-fouling is still being applied, and millions of dollars are still being spent on chandlery, electronics and engine upgrades as boatowners refurbish their existing boats, or buy a pre-loved bigger boat that needs a makeover. Or take on a DIY project, or . .

More than ever, to grow your marine business, you need to be front and centre of the crowd.

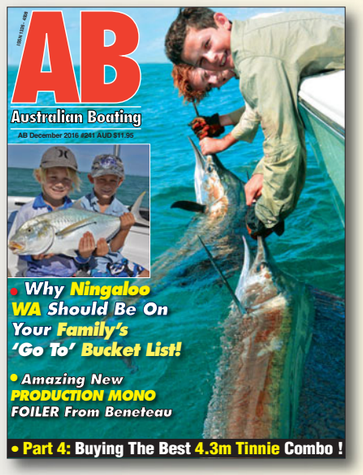
Here's how you can do that:

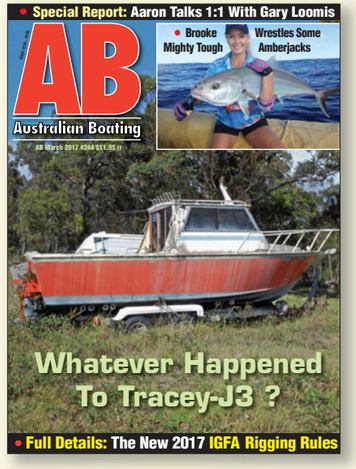
1970s

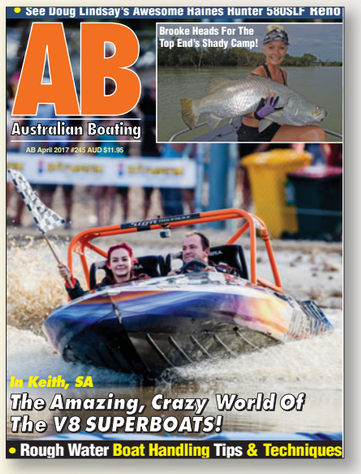
1980s



1990s







AB Australian Boating

1. Cost Effective, Well Established Digital Media Resources For Today's Boating World.

When we changed AB(M) over from print to digital production in 2012, we followed the lead of the big players (News Limited, Fairfax, Apple's Pixel Mags) using the Realview process.

However, unhappy with our readers' dislike of the online format, in January 2014, we decided to do our own thing. We created a digital magazine *distributed* through the internet as a single, *offline* PDF. It was the game-changer.

Not only did it make reading the magazine so much easier for our cross over 'baby-boomer' print readers, it basically eliminated the need for membership numbers, passwords, ***and the need for wi-fi to read the magazine in the field***. Overnight, we had happy readers, and started to rebuild the paywall-based circulation again.

The final piece of the puzzle came in May 2016, when we could finally re-birth the masthead as *Australian Boating*, and move back to the original, and highly successful, 40 year old editorial formula, but recognising that 95% of Australian boating is now conducted from a powerboat ** with 'fishing' and 'family boating' listed as the main drivers of boat purchase.

***** Source: BIA, 2016***

*****Fact Check***

(1) *We published 20 true online monthly 'Realview' magazines when we first stopped printing, and then changed up to PDF offline production. In all, we have now produced some 83 digital (PDF) magazines, in 83 months, since the change-over from print began.*

(2) *It only takes approx. 29 seconds to release thousands of magazines right into our subscribers' 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) *Whilst AB is in a traditional looking magazine format, AB's design, layouts and typography have been carefully maximised for computer, tablet and smartphone reading comfort and pleasure.*

2. AB's Diverse, Focused & Targeted Editorial

The recreational boating market in Australia has been doing it hard in the wake of the GFC and devasting weather events in the years 2008-2010.

Real income growth has been virtually non-existent, whilst family cost pressures for education, medical or energy - have continued to rise, forcing many families to pare away 'non-essential' expenses. Like boating.

For *Australian Boating*, the editorial challenges have been significant. Among them, one of the most difficult problems to handle is the cost of today's recreational boats. Combined with soaring prices for outboards, consumer interest in the few remaining boat brands is at an all time low.

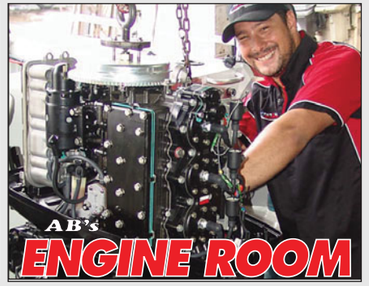
Editorially, our view has been to concentrate on the half million or so boatowners who already have their boat, love boating and fishing, and have no intention whatsoever of buying a new one anytime soon. But they *are* more than willing to spend to keep their boat in tip-top order; upgrading equipment as it fails, or technology steps up, and sustaining their normal maintenance regime.

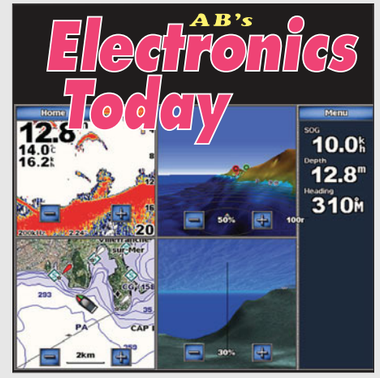
As a result, AB's editorial focus is increasingly on what *you can do* with your boat, where *you can go* with the family - and how *you can get the most fun and enjoyment* from your boat.

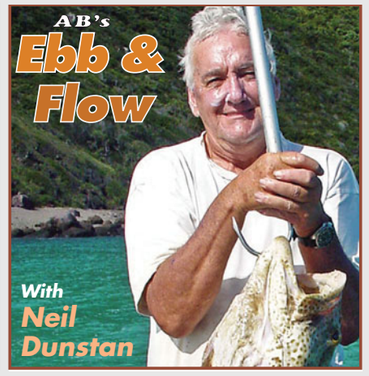
Boat tests have been the 'stock in trade' for generations, but in this post-GFC era, Australia's vast stock of excellent 'pre-loved craft' has made it quite challenging to sell new recreational craft profitably, or in any volume. The Australian production yachting sector, for example, has all but disappeared, and new powerboat sales are a fraction of what they used to be in the 1980s-1990s.

AB still conducts tests, but genuinely new craft are few and far between, and access to boats for more than an hour or so, to test them independently, all but a memory. For this reason, AB's "Retro" tests (from the 1970s-2005) and AB's SEA Library are both extremely popular as they provide a vital conduit back to the past, with comprehensive reports on boats that in a surprising number of cases, are still in production.

AB's monthly editorial diversity, arising from 'hands-on' experience

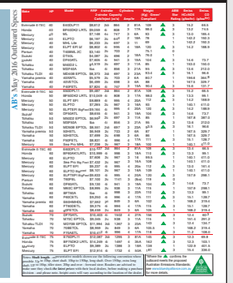






AB's Outboard Database

-The Only One Of Its Kind In Australia! (Upgraded Quarterly)



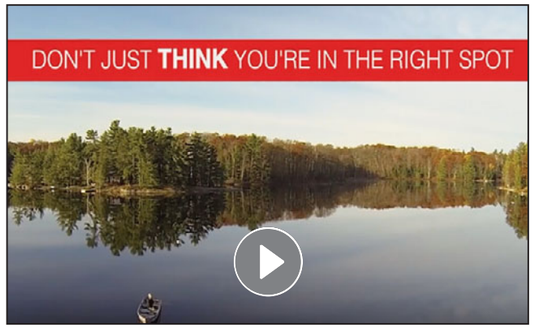
Editorial . . carefully balanced to reflect the real world of the Australian boatowner.

AB-TV

All ten videos have featured in AB-TV in recent months . . we are currently (mid-2018) using between 6-10 vids a month, although it is increasing all the time.

Spectacular - V8 powerboat racing at Berri in SA

How to make a great powerboat vid - ask Chaparral !

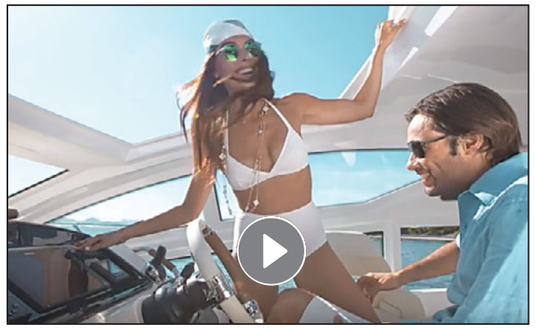


Who said the Fish Finder had to be on the dashboard ?

Gotta luv this - state of the art Mastercraft/Merc combo.

Classic Riv 43 Open Flybridge - PW's favourite Riv.

The exciting Beneteau GT 40 Sportscruiser - magnifique!



3. AB Streaming Video

Moving pictures - *videos* - are easily the biggest change in the new look AB. In fact, they are *so popular,* they are taking marine journalism in a completely new direction.

The readers love 'em - and in 2018-19 we're expanding our video world in several directions to further embrace the video production world.

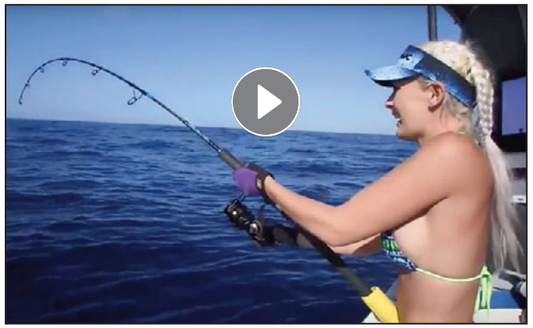
The timely advent of go-pro cameras, drones and powerful video production software, has ensured that amateur video production will continue its rapid evolution - and open up new levels of video journalism by the professionals excited by the amazing array of app-based 'tools' at their disposal.

Both amateurs and professionals need outlets for their work - and *Australian Boating* is beautifully positioned to provide the outlet for their work - in all sorts of marine activity. Australian and international video productions sit side by side, presenting a fascinating range of productions in what we now call *magavision*.

We believe video productions like these are re-shaping the marketing of marine products, and AB is geared to provide the stage. *See for yourself!*

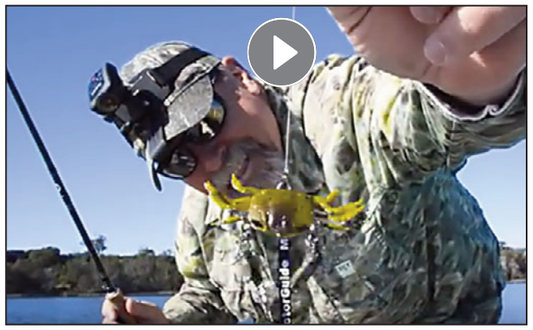
Barracuda Self-righting SAR craft in an Irish gale

The infamous RedBull Dinghy Derby in Renmark SA



Brooke Frecklington fighting a big Kingfish

Fishing guru Steve Starling joined the AB Team in 2018



4. AB's Targeted Community Promotions

Boating in Australia is an incredibly diverse sport and pastime. With thousands of miles of coastline, this island continent is blessed with many of the finest waterways in the world - and the locals know it!

There are more than 500,000 'trailerboats' in Oz, and the owners use that portability like true nomads.

Whether it is attending interstate V8 jet sprint race meetings, charismatic wooden boat festivals, regional fishing tournaments, or just getting away to that remote 'secret' fishing spot on a camping, fishing, *time-for-self* holiday, trailerboat owners love to travel - and think nothing of round trips in the order of several thousand kilometres.

The AB team totally understand this thinking. We have inspired much of it for decades, 'pathfinding' the waterways of Australia, helping families figure out the best places to go, to camp, to fish, to relax.

We have produced many special supplements for State & Regional tourism authorities, local Councils, holiday resorts and private camping grounds, as marketing with AB is 100% target effective. It can really stretch tight ad budgets, and bring in substantial trailerboat family income to local communities.

Promoters, be they 'not-for proft' or professional event managers, are also using AB to boost interstate attendances, as it is such a cost effecive medium.

Just click on the pic or arrow to open the full AB Ningaloo Supplement publlshed in AB December 2016. The AB team has considerable experience in this field and knows just 'which buttons to press' that will inspire trailerboat families to travel, commonly, from one State or region, to another. We also produce boating and fishing focussed videos which are very effective for tourism and council web sites.

5. AB Product Testing

Right & Below: Garmin, Hydrive, Parsun, Torqeedo, Daiwa, Woolf Winch & Hobie

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 - it is a nightmare of hyperbole and bull dust.

Product tests by the AB 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 many years.

How do we choose the products?

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

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

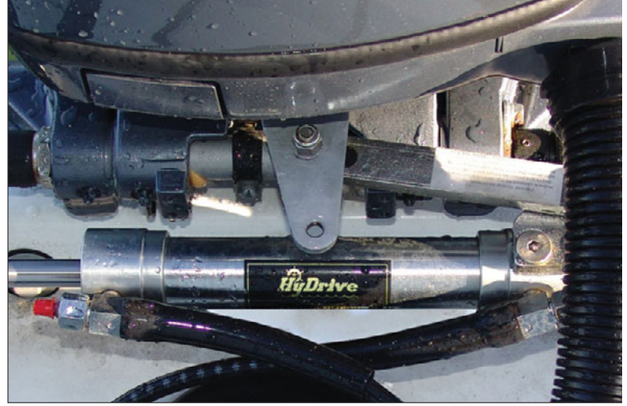
Many *advertorial* programs can be of a highly technical and complex nature, but we 'DO' highly technical, complex and sophisticated promotions every day before lunch, where social media's limitations (short grabs, small pics and lots of techno-woffle) simply doesn't cut it. As technical marine journalists, we specialise in plain speak people trust.

***Fact Check**

***(1)** In practice, we only choose and actually test the best products from the top manufacturers, and the readers know it. It's just a commercial reality, as we can't afford to waste time on 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 2018-19, two new gear-test Project Boats will be operating specifically for electronic and fishing gear tests, plus a diverse range of associated chandlery & safety gear.*



(Clockwise) Garmin Combo plotter & VHF radio, Hydrive hydraulic steering, Dunbier Drop Spare, the Parsun 15hp outboard, the Daiwa Saltiga 3500 reel, Torqeedo Light kayak outboard, Woolf drum anchor winch and Brooke in the popular Hobie Mirage kayak.

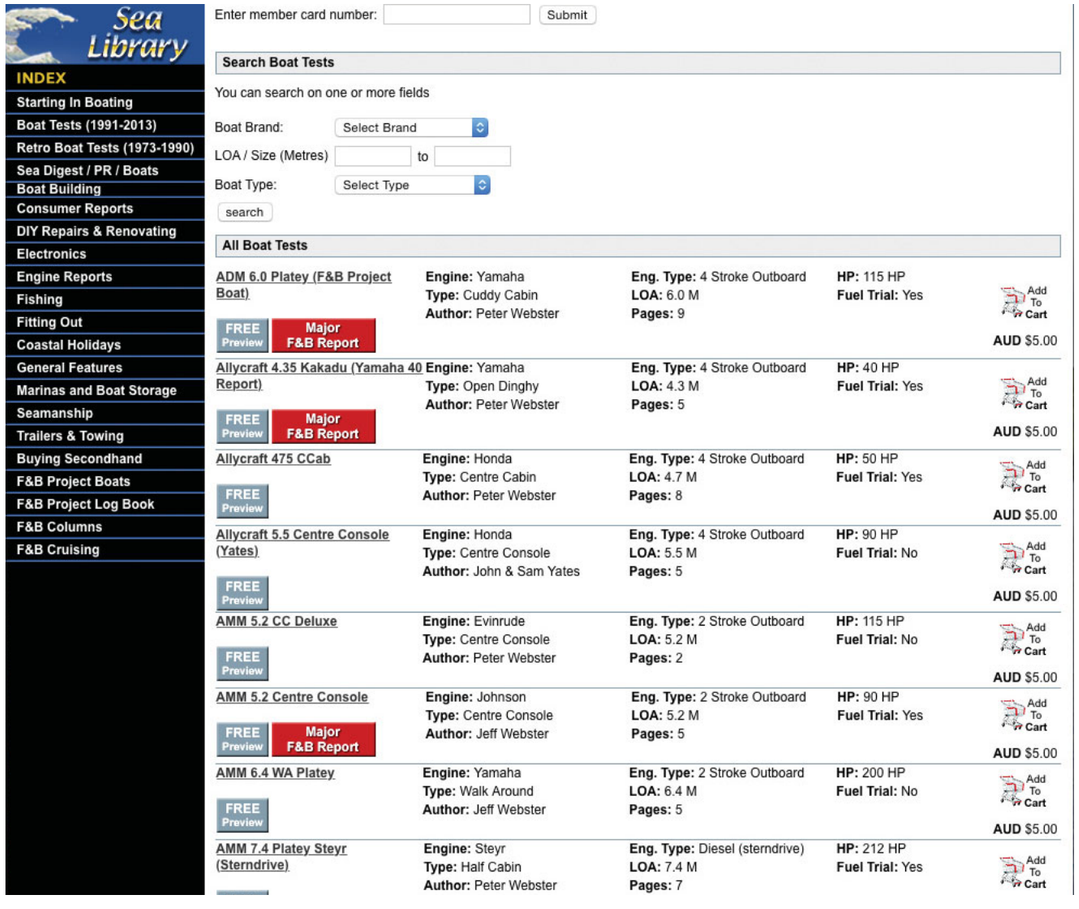
6. AB's SEA Library at www.australianboatmags.com.au

The AB SEA Library was started in the early 1970s as a mechanism for archiving the wealth of material being produced by the AB Editors.

Originally based on photocopies stapled together and mailed out to readers, the SEA Library is today an email and PDF structure which contains a veritable treasure trove of boat and engine tests, cruising articles and technical reports.

There is a real advantage here for the industry too - as all major features and field test reports are lodged in the Library a few months after the original publication - and can then be accessed anytime in the future by AB Subscribers for free (or for a very small fee - *$5.00 usually).

Boat tests are the most popular - and hundreds of downloads are ordered each year.



7. AB's (Exclusive) Australian Outboard Database

This is special . . the only fully maintained outboard database in Australia, and one that's used by marine dealers, boat buyers, sellers and of course, by the general public.

Along with all the pertinent statistics covering size, power output, amperage, weight (hugely important) emissions rating and cost, the 5 page database is structured so that all the comparable brands and models are batched in their horsepower groupings, making research quick, simple and relevant.

The database is upgraded every 3 months, or as warranted by database activity i.e. the release of new engines, upgraded emission ratings, or the withdrawal of engines from the market. Electric outboards were added mid-year 2017 in another Australian 'first'.

The database is a co-production between the Federal Government appointed marine industry 'Clean Air Champion' Gary Fooks, and the AB production team.

AB's March 2018 Outboard Specs

Make	HP	Model	Technology 2/4 Stroke (Carb/Inject)	Capacity cc's)	Cylinders	Amp/hr	Weight (Kg)	Voltage Needed	AU2018 Emissions Standard	Emiss HC+NOX (g/kw/hr)	Emiss. CO (g/kw/hr)
Suzuki	30	DF30ATL	4i	490	3	14A	62		✔	16.5	34.0
Suzuki	30	DT30L	2c	499	2	2.5A	57.5		✘		
Tohatsu	30	MFS30B (EFI) L	4i	526	3	15A	82.5		✔	16.1	226.3
Tohatsu	30	M30A4 L	2c	429	2	6.7A	52		✘	164.2	202.9
Yamaha	30	F30BETL	4i	747	3	16A	101		✔	15.6	131.7
Yamaha p.blend	30	30DETOL	2c	496	3	6A	66		✘	237.6	425.6
Evinrude E-TEC	40	E40DPGL	2di	864	2	81A	109		✔	15.2	66.5
Honda	40	BF40DK2 LHTD	4i	808	3	17A	98.0		✔	13.2	74.5
Mercury	40	ML	4c	747	3	6A	93		✔	13.0	185.4
Mercury	40	ELPTO	2c	644	2	18A	78		✘	142.2	192.3
Mercury	40	MHL Lite	2c	697	3	11	69		✘	142.2	192.3
Mercury	40	ELPT EFI bf	4i	995	4	18A	120		✔	14.2	188.9
Parsun	40	T40BML 2C	2c	703	2		75.1		✘		
Suzuki	40	DT40L	2c	696	2	18A	76.0		✘		
Suzuki	40	DF40ATL	4i	941	3	19A	104		✔	14.6	73.7
Tohatsu	40	M40D2 L	2c	697	3	11A	85		✘	153.0	150.0
Tohatsu	40	MSF40A	4i	856	3	21A	95		✔	13.6	212.0
Tohatsu TLDI	40	MD40B EPTOL	2di	697	3	23A	93.4		✔	16.1	96.6
Yamaha p.blend	40	40XWTL	2c	703	2	6A	80.7		✘	196.6	364.8
Yamaha	40	40VETOL	2c	698	3	6A	88		✘	167.5	329.7
Yamaha	40	F40FETL	4i	747	3	15A	90.4		✔	15.6	131.7
Yanmar Nender	40	25NMHL	4Tdiesel	800	2	25A	175		✔	TBC	
Mercury	75	ELPTO	$9,182	2c	1386	3	18A	138		1	122.9	401.5
Mercury Opti	75	ELPT	$9,777	2di	1526	3	60A	170	▲	3	13.3	127.5
Parsun	75	T75FEL	$7,050	2c	1141	3		119		0		

Notes: **Shaft length** - representative models shown use the following convention where possible. Up to 10hp, short shaft. 10hp to 150hp, long shaft. Over 150hp, extra long shaft. Up to 18hp, tiller steer. 20hp and over - forward steer. Readers are advised to make sure they check ***the latest prices*** with their local dealers, before making a purchase decision - and please note, freight costs will vary according to the location of the dealer.

*Where the ▲ confirms the outboard meets the proposed Australian Emissions Standards; see www.blueskyalliance.com.au for more details.

MEETS PROPOSED AUSTRALIAN EMISSIONS STANDARDS

8. AB's Ad Rates & Specs

AB
Australian Boating

2018 AB Display Ad & Video Rates* *

Remember: All ads include hyperlinks straight back to YOUR web site!

Booking . . . *(Rates shown are in* ***Australian*** *dollars)*

Size	Invoice Rate	Including GST	**Amount You Pay After 10% 7-day Settlement Discount**
1/8th Page Strip Ad	$184	**$202**	$182
1/6th Page Ad	235	**$259**	233
1/4 Page Colour	339	**$373**	335
1/3rd Page Colour	431	**$474**	427
1/2 Page Colour**	617	**$679**	611
Full Page Colour (FPC)**	1175	**$1295**	1165

Note: Upfront FPCs are placed on the RH page next to full page editorial)

Double Page Spreads	***Be careful: Spreads don't really work on mobile phones or some tablets. We still do them editorially as most readers happily view them on their PCs, Macs or iPads.***
PDF Catalogue Inserts	***POA - Depends on the number of pages and the artwork; from $189pp x 4 pages down to $170pp x 8 (+) pages***
Embedded Video In AB	***POA - Notionally based on the above half page rate for the TV 'window' needed, and depends whether the content is pure advertising, "advertorial", editorial, or in the boating community interest as in safety or medical videos.***
Boat & Product tests**	*(see below) **

****Boat / engine / product test formula:** Please note these ad rates only apply to passive editorial programs. Programs requiring the editorial team to undertake boat and product tests [for example] may be subject to additional charges.
The rates shown include the industry standard ad agency commission.

9. AB's Web Site / www.australianboatmags.com.au

Visit our very active web site www.australianboatmags.com.au featuring the latest Australian Boating issue, tips on setting up your computer for digital magazines, our popular specialist marine books' carousel, the famous SEA Library Index, ADVERTISING INFO - and a heap of special subscription offers.

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).

Please don't hold back - let's talk about the future and how the AB team can help drive your business into a renewed growth and profit cycle, with risk averse decisions based on hard data & both feet planted firmly on solid ground.

Ours is not a "big business" with fearsome overheads, suits, and a lift to the 15th floor . . . we're just ordinary folk who love boating and fishing, and always enjoy a coffee and a yarn. And after working in the unique Australian boating world continuously ***for more than 40 years,*** *we have bucket loads of invaluable knowledge, data and experience to help ensure a much safer passage for you, going forward.*

(- Peter Webster, April 3 2018)

Australian Boat Mags Pty Ltd ABN 26 154 713 943
5 Coonowrin Street, Pacific Pines, Queensland 4211
Phone (07) 5502 8233 From O/Seas: 61 - 7 - 5502 8233
Email admin@ausboatmags.com.au **Web Site www.australianboatmags.com.au**