ABM's 2020-21 *Australian Boating* magazine Media Kit

Australian Boating (AB) . . National monthly digital magazine.
Looking out for boatowners, be they fishermen or sailors, in every corner of Australia. Whether it's in a small or large powerboat, or sailing craft, a tinny or a 'yak' - or they still haven't decided - doesn't matter. We're there for them.

'AB' In 2020 - Celebrating Our 48th Year Working With Australian Boatowners

Important Notice:

In mid-February 2020, Australian Boat Mags Pty Ltd, publisher of AB's Fisherman & Boatowner (known everywhere as "F&B") very reluctantly decided to suspend publication of F&B as a separate, stand-alone magazine.

Unfortunately, the combined effects of the relentless drought, fundamental changes to the manufacturing sector, poor wages growth, the severity of the disastrous bushfires in the summer of 2019-20, and finally, the financial impact of COVID-19, proved insurmountable.

However, whilst F&B is no longer commercially viable as a separate magazine (even as a bi-monthly) it will continue as a major, permanent section of Australian Boating (AB) magazine from AB March (#278) issue instead.

All of F&B's popular features, such as its columnists and contributors, regular sections and renowned 'feet on ground' editorial stance, will now be published in AB every month.

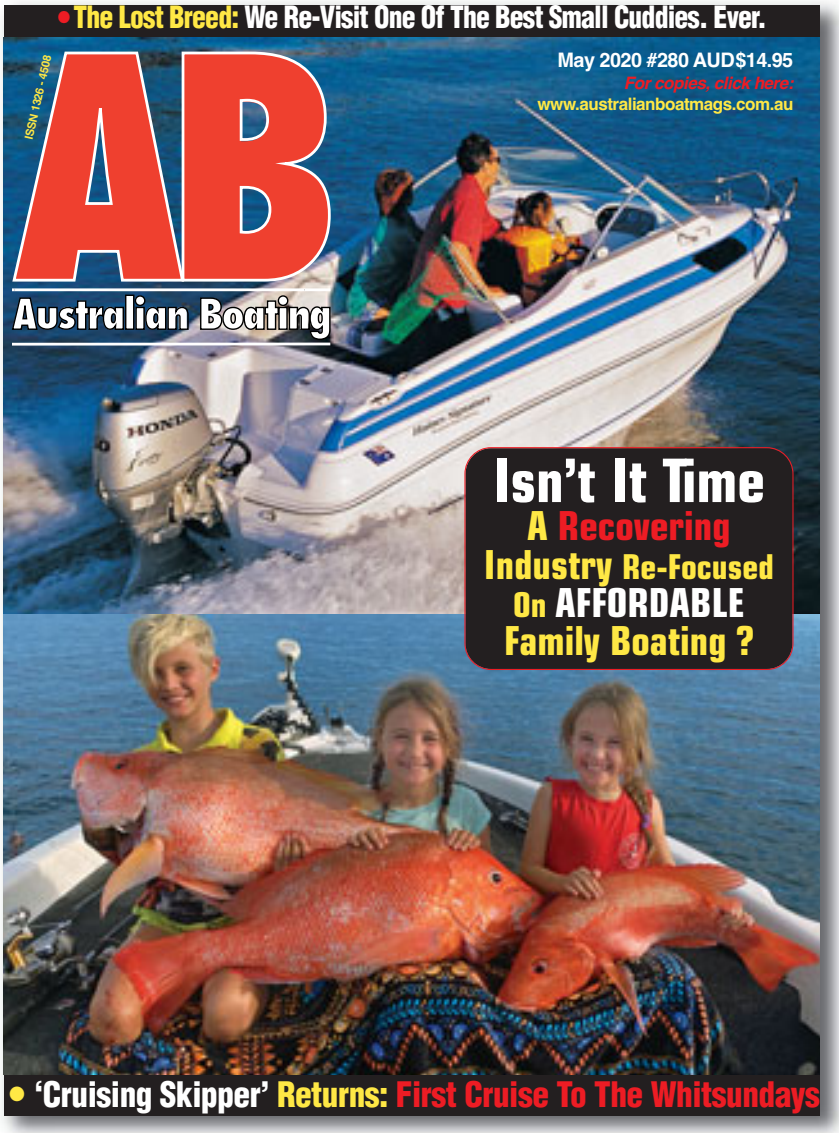
AB itself will increase in size from March issue, to be the biggest, all-embracing, national monthly power and sail boating magazine in Australia, continuing a near 50 year history of serving Australian boatowners and the boating industry.

Basic Publishing Info:

- Monthly, PDF format, delivered via the internet.
- **Subs:** $69 for 12 issues p.a.
- Released **2nd week of month.**
- **Display** ad deadline: Hi-res PDF just ***the week*** before the edition's national release.
- 275mm H. x 205mm W.
- AB has 140-160 (+) pages p.m.
- On demand, embedded hi-res videos and 'virtual' tours.

Base Circulation / Openings

- 5.3K (+ av 2.0K frees p.m) made up of
- ***Australian Boating*** (paid) subscribers, and
- **1.6K** Trade readers (paid, promo & FOC)
- 300-400 promo issues of the latest edition of ***Australian Boating*** from a re-cycling 'pool' of readers harvested from the **AB Sea Library** boat test and feature article downloads.



Australian Boating ('AB') is carefully positioned to be evolutionary now, rather than revolutionary. It embraces the readers and advertisers who now recognise the sweeping impact of internet-delivered reading and publishing - especially ***a quality offline, PDF magazine like AB.*** The opportunity of registering and then receiving this beautiful PDF magazine through the internet for $69 for 12x monthly issues, provides a very compelling reason to persuade even the toughest old salt to acknowledge the change from printed mags in newsagents or via direct (postal) mail, to offline reading delivered so reliably, so quickly through the internet.

Australian Boating still addresses the common needs of different levels of boat ownership (electronics, seamanship, engines, etc) under one comprehensive title - but allows the editorial team to really explore Australia's complex boat ownership aspirations and diversity in a much bigger magazine with extensive, on-demand streaming video involvement.

Australian Boat Mags Pty Ltd
For further information about *Australian Boating*, visit our web site
www.australianboatmags.com.au

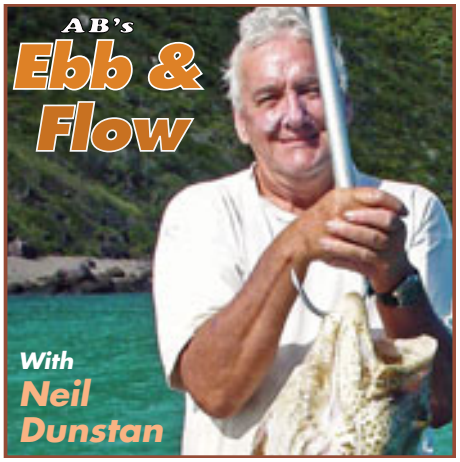
AB's monthly editorial diversity, arising from 'hands-on' experience

Peter Webster's
Comment

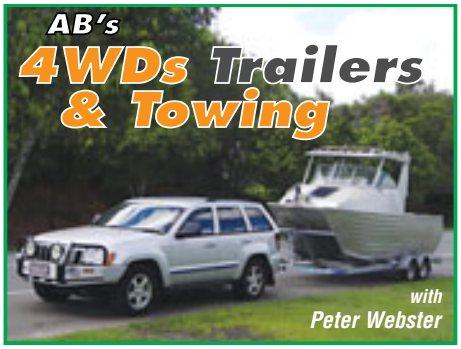
e-POWER SYSTEMS

e-

The new ⇪ world of marine power systems: hybrid, inboard, outboard, Z-drives & batteries.



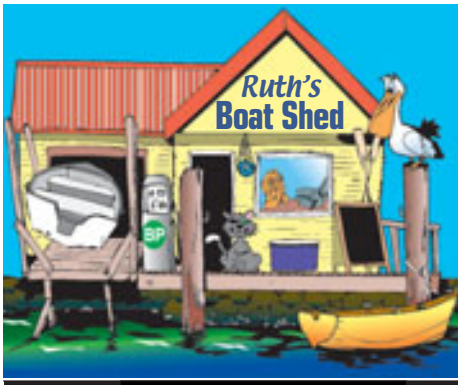
AB's
Ebb & Flow
With Neil Dunstan



AB's
4WDs Trailers & Towing
with Peter Webster

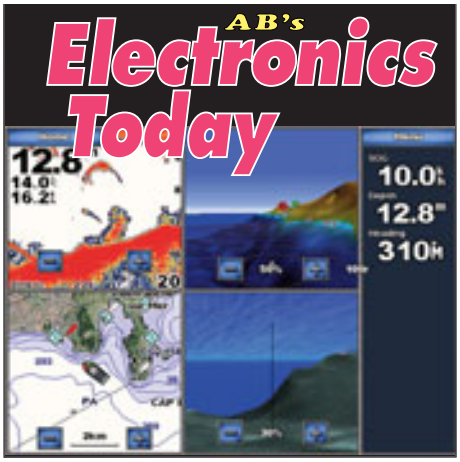
Penrite 2020 Superboats
Race Pics by Russ Puckeridge
Race Coverage by Sean Henshelwood

AB's
ENGINE ROOM



Ruth's
Boat Shed

BGA BOAT GEAR AUSTRALIA PTY LTD
www.boatgearaustralia.com.au



AB's
Electronics Today

AB's Charter World

AB-TV

271

255

Re-Thinking How "Advertisements" Are Made . . .

In recent years, advertising has undergone the same sort of revolution we've seen in magazines, newspapers and broadcast media.

Despite this, much advertising is still buried in the past where print dominated the creative, design and production process. As everyone knows, we now live in a world of moving pictures, where television and video are recognised as the most effective mediums for advertising and marketing.

In the boating industry, one of the major hangups preventing a lot of companies from doing the advertising they'd like, is that actually *making* the advertising, frequently costs more than buying the space - or the time.

Australian Boat Mags P/L has been making advertisements for the boating industry for nearly 50 years, and has produced highly successful ad campaigns for many of the biggest companies in the industry, and literally hundreds of ads for every sector working in the Australian boating industry.

We know this industry better than most, and we totally understand that advertising of ***any kind, anywhere, with anybody has to make the phone ring!***

Year 2019 was tough for everybody. It's been bloody hard to make that phone ring, so we've been looking long and hard at what *Australian Boating* magazine can do, to get AB's traditional "hit ratio" working again.

Standout Problems

Standing out like the proverbial is that costs have to come down. Way down. The industry is really cash-poor, and real trading profits are very hard to find.

The AB Ad Solution (1): We've re-jigged our ad rates so that ANY serious marine trader (in any field) can afford to take a decent half page ad in AB - for the princely sum of ***$445 pm***. As long as *we don't leave the office,* we can do it. YOU supply us the words and pics - and ***we'll make it for you*** to your complete approval.

The AB Ad Solution (2): Use videos instead of stills and artwork. For two powerful examples, check the Motor Guide trolling motor *(next P.6)* and Cumberland Charter Yachts vid *(below)* - Hey, how good is an "advertisement" with MOVING PICTURES that runs for several minutes and will be watched *by thousands of readers??* We can do this ***for as little as $275 pm*** on a 6x contract - just send us the vid link - and we'll even tag the video production with your comms info in the package.

AB

Name, address, email, web site, phone number of Distributor / Manufacturer tagging the Video

Click On Pic To Start Cumberland Charter Yachts' excellent video targeting boating families.

2020-21 Australian Boating 'Advert' Rates

These advertising rates are unashamedly slashed for at least the next 8 months (June – January 2020) in recognition that so many sections of the boating industry are finding it very hard going.

However, as an industry, we need to replace the traditional Boat Show Season (which has been cancelled because of the COVID-19 pandemic) with alternative media.

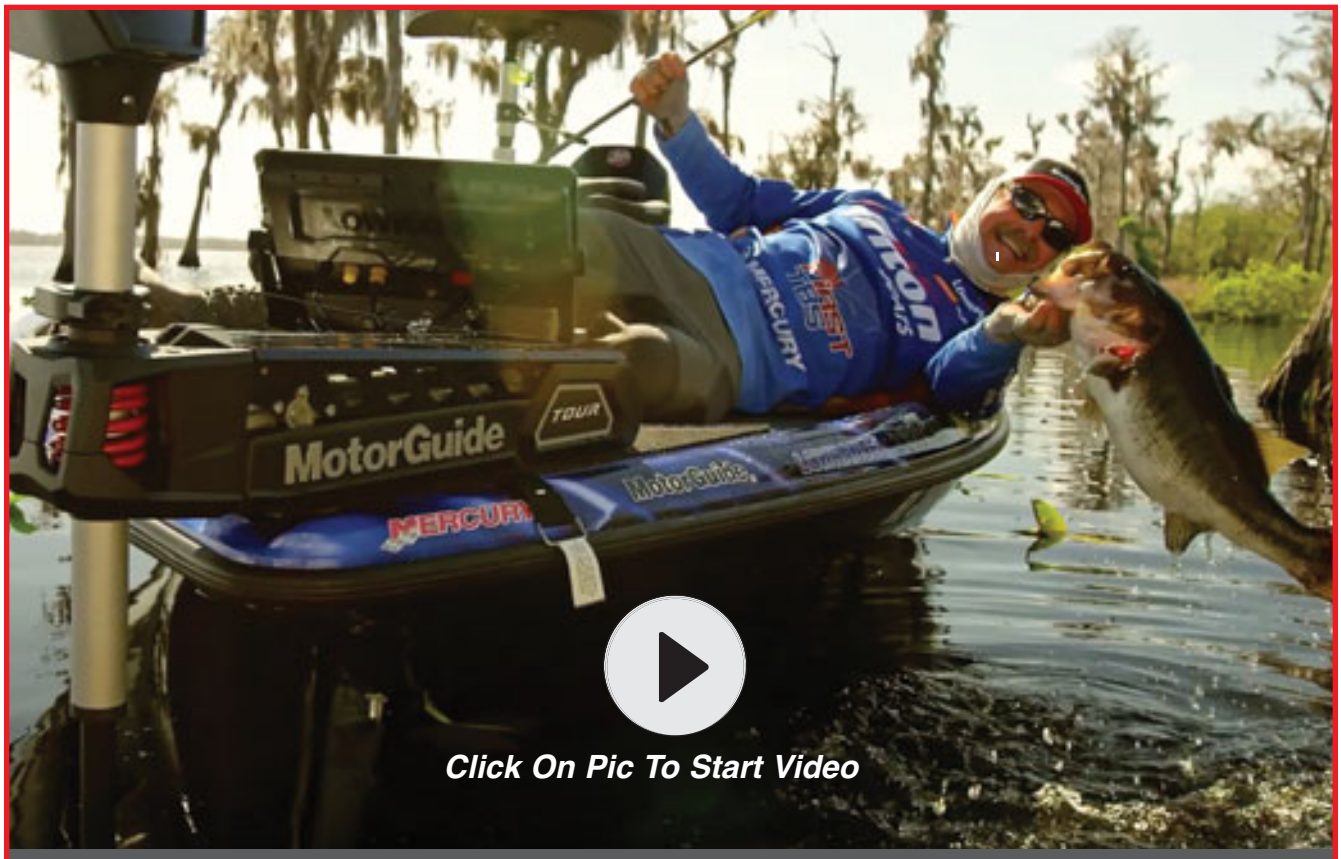
So AB's 2020 ***"Virtual Boat Show"*** special issues in **August thru October,** will be followed by a very timely ***'Get Out & GO Boating!*** promo in the special **November, December and January SUMMER AB editions.**

(Look out for the details coming to you shortly - the AB Team)

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

Rates Shown In Australian Dollars And Include GST

Size	Invoice Rate
PDF Magazine Ads	
1/4 Page Colour	$234
1/3rd Page Colour (175mm W 80mm H)	$311
1/2 Page Colour ...(175mm W 120mm H)....	$445
Full Page** Colour (FPC)	$849
Mixed FPC + Video	($ POA)
Video Advertising	
Set In 175mm W x 120mm H - Half Page *YouTube* or *Vimeo* Format *(See example below)*.....(from)(6x)	$275pm



Click On Pic To Start Video

Name, address, email, web site, phone number of Distributor / Manufacturer tagging the Video

Australian Boat Mags Pty Ltd ABN 26 154 713 943
35 Shannon Brook Grove, Oxenford Queensland 4210 **Phone (07) 5502 8233**
Email admin@ausboatmags.com.au **Web Site** www.australianboatmags.com.au

***For 2020-21,* AB has returned to the recognition that 85% of all boats in Australia are under 7.5m long, and fishing is still the key incentive for small power boat ownership. We're spearheading AB's new directions in the recently re-packaged "Fisherman & Boatowner" Section. This began anew in AB March 2020 (#278) and will remain a major, permanent feature.**

Offsetting the "Fisherman & Boatowner" section (effective from March 2020 too), is the newly revised "AB Sailing" section, curated by AB Editor Peter Webster. He's heading a specialised team of yachting contributors covering an Australian-centric mix of international racing - mainly SAILGP, Olympics and world championships - but only when it happens (COVID-19 - wise) and Aussie teams are competing. We also cover relevant domestic sailing competitions - with a special focus on the development and growth of young people in sailing. AB, May 2020

AB's State By State Distribution

(Current to AB June Issue #259, 2018)

Aust Capital Territory	0.7%
New South Wales	15.7%
Northern Territory	1.5%
Queensland	39.3%
South Australia	2.5%
Tasmania	2.7%
Victoria	13.5%
Western Australia	24.1%

Where the baseline, up to AB June #270 2019, is based on

Paid Subscriptions.....5,290
Free Trade Subscriptions.....1,350
ABM's Sea Library draw-downs.....300+ pm

FOC (Controlled) promo copies**.....1,100pm
*(Not counted in above data, as these direct e-mail promos with various AB clients tend to be irregular, and usually in the 2,000-4,000** mail range.*

The State by State percentage breakdown shown is based *on the actual paid subs.*
This figure (2019) has grown slowly but steadily, with growth averaging 4-5% p.a in 2016-18, but slowed right down in 2019, inspiring all the latest (2020) changes.
Paid subscribers are scattered right across Australia, with a weighting towards country and regional areas.
In fact, about 20% of the paid subscribers live and work in really far-flung corners of Australia, be it in the rural, fishing, or mining sectors, or in the many government instrumentalities based in outlying areas or regional communities. We also have many ADF subscribers in postings all over the world.

Despite our determined social media program in 2016-17, and again in 2017-18, we observed only modest growth in new subscriptions, and most of those were original AB & F&B print readers 'discovering' us again via Facebook, Linkedin, Instagram and Twitter. Through 2020, our social media activities will feature the magazine's top personalities, promoting the strength of the AB editorial team's "hands-on" experience and credibility, in a bigger, more diverse magazine now re-focussed on AB's traditional mixed power, sail and F&B's fishing editorial.

***** Working with our family of clients, we do three or four large scale 'give-away' AB mail-outs p.a., totalling up to 20,000 direct mail, current listings.***

***URGENT Industry Notes:**
Due to the chaos created by the COVID-19 pandemic, we are struggling to hold anything like sensible production schedules, but we are still producing AB every month. However, the over-arching Supplements and Themes shown below are being handled on a month-by-month basis as the deadlines arise. In most cases, we'll run them, but it might be a month or so later than shown.

Deadlines & Themes for 2020

Australian Boating Major Themes + The Material & Release Schedule For 2020

Month	*Number*	*Supplement*	*Booking and/or Material Deadline***	*Release Date*
New Year 2020 . . .				
March AB	#278	*New, Incl.* ***First Fisherman & Boatowner*** *monthly section*	*Last Week February*	*Released*
April AB	#279		*Last Week of March*	*Released*
May AB	#280		*Last week of April*	*Released*
June AB	#281	***Cruising Multihulls****	*Last week of May*	*Released*
July AB	#282	***AB's 2020 SIBS (VIRTUAL) Guide****	*Last week of June*	*2nd week July*
August AB	#283	*AB's* ***2020 Charter Guide****	*Last week of July*	*2nd week August*
September AB	#284	***Safety @ Sea****	*Last week of August*	*1st week September*
October AB	#285	***Fishing Tackle****	*Last week of September*	*1st week October*
November AB	#286	***Power Cats***	*Last Week of October*	*1st week November*
December AB	#287	***Getting Away - Top TEN Destinations****	*Last Week of November*	*1st week December*
January AB	#288	***Summer Holidays Supplement***	*Last Week December*	*2nd Week January*

***** Deadlines can be changed at the last minute for many different reasons. If a release date is critical to a campaign, or involves an embargo, please check-in closer to the date to get the latest schedules. Every effort is made to keep to these schedules, but sometimes things happen that are beyond our control.***

Popular Ad Sizes & Shapes

Art Director Notes: ***Australian Boating*** *uses the original "American Quarto" format.*
*The so-called '****Trimmed Page' Size*** *is 275 mm high x 205 mm wide. The 'type area' on a full page is 248 mm x 175 mm. We use 15 mm side margins, with 13 mm margin on the top of the page, and 14 mm on the bottom. Where 'super-size' or bleed-off ads are being designed, we strongly recommend designers* ***still*** *leave a 2-3mm margin* ***inside*** *the trimmed page area, and we STILL recommend 1-2 mm 'bleeds' off the 3 edges (top, side, bottom) of the 'trimmed' page.*

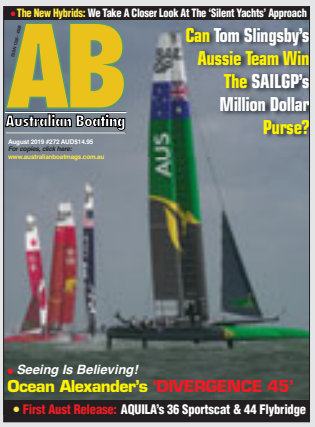
Graphics & Images: *We still use the industry standard* ***300 dpi screen ruling with photo images****, ex-video pulls and complex graphics. Line work is more commonly run at 144 dpi.*

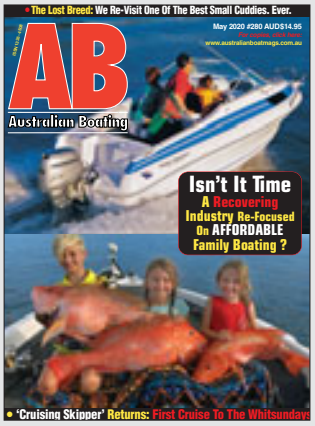
In other words, think of producing a high resolution ad for a conventional, printed magazine - the rules don't change 'coz we're offine in the PDF format.

However, all sorts of creative options are now available to agencies, especially those arising from the use of video in AB advertising; making the advertising 'live' is extremely effective and easy to do with just a little additional work in organising the vid link for the ad.

Text & Column Sizing: *After much trial and error with our readers back in 2010-13 when we first went digital and started targetting the inevitable growth of mobile phone readership, we settled on a 2 column per page (2 x 85mm cols with a 5mm centre gap layout, using 12pt Helvetica or Times type) which reads beautifully on mobiles and tablets. However, if you have any special ideas, production concerns or issues, don't hesitate to call Peter at ABM on (07) 5502 8233*

Popular advertisement sizes, where "w" = the width of the ad, and "h" = the height		
Business card		
Horizontal 'ad'	*90 mm W x 55mm H*	
1/8th Page ("Strip") ad		
Horizontal *ad (only)*	*175 mm w x 30 mm h*	
1/6th Page ad		
Horizontal *ad*	*85 mm w x 80 mm h*	
1/4 Page ad		
Horizontal *ad*	*175 mm w x 60 mm h*	- ***Vertical*** *ad 85 mm w x 120 mm h*
1/3rd Page ad		
Horizontal *ad*	*175 mm w x 80 mm h*	
1/2 Page ad		
Horizontal *ad*	*175 mm w x 120 mm h*	- ***Vertical*** *ad 85 mm w x 248 mm h*
Full Page ad		
Type Area	*175 mm w x 248 mm h*	- ***Full Page Bleed*** *(3 sides) 208 mm w x 281 mm h*





48 Years* later, we're just as proud, independent and enthusiastic as ever.

Australian Boat Mags Pty Ltd

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Phone (07) 5502 8233 From O/Seas: 61 - 7 - 5502 8233

Email editorial@ausboatmags.com.au Web Site www.australianboatmags.com.au

**We launched Australian Boating magazine in February, 1972 **Gold Coast, Queensland.*