



D&B Publishing is proud to have delivered the Pacific regions best power boat read for the last 21 years. Today we produce 5 Specialist power boating titles, unashamedly devoted and dedicated to power boating and everything about them !! Pacific PowerBoat is produced 6 times a year with an additional bonus specialist title within each edition.

**TARGETED** – if your market is power boats – this is the publication for you – every reader is reading your message because they are interested in power boats !  
**LONGEVITY** – our publications are available for months – your message is out there for the same period.  
**QUALITY** – both the publication and our world leading editorial team offer the best in power boat presentation and reading.

**WEB SUPPORT** – In addition to the printed version – each edition is also available digitally on the web – further exposing your company and products to the world – indefinitely.  
**PROVEN** – We know for a fact that boats and boating products are sold from our printed and digital versions, our advertisers tell us !!!



## PRINT AND DIGITAL EDITIONS

ADVERTISING SPACE	1 & 2 ISSUES	3 & 4 ISSUES	5 & 6 ISSUES
Double Page Spread	\$3986	\$3634	\$3295
Back Cover	\$2928	\$2662	\$2420
Inside Front Cover	\$2662	\$2420	\$2200
Inside Back Cover	\$2462	\$2238	\$2035
Full Page	\$2389	\$2172	\$1975
Two Thirds Page	\$1724	\$1567	\$1425
Half Page	\$1264	\$1149	\$1045
Third Page	\$865	\$786	\$715
Quarter Page	\$659	\$599	\$545
Directory	n/a	n/a	\$150

All pricing is - per issue, and excludes GST. Artwork production charges are additional.

## PRINT EDITION DEADLINES:

**Jan/Feb: PowerBoat Magazine / Alloy Boat Magazine**

The Big Holiday Read.  
 Booking Deadline: 24th November. Copy Deadline 1st December.

**Mar/Apr: PowerBoat Magazine / PassageMaker Annual**

The Boating Season Read.  
 Booking Deadline: 1st February. Copy Deadline 10th February.

**May/June: PowerBoat Magazine / Alloy Boat Magazine**

SCIBS / Hutchwilco NZ Boat Show Issue.  
 Booking Deadline: 1st April. Copy Deadline 10th April.

**July/Aug: PowerBoat Magazine / RIB Annual**

The Sydney International Boat Show Issue.  
 Booking Deadline: 1st June. Copy Deadline 10th June.

**Sept/Oct: PowerBoat Magazine / Alloy Boat Magazine**

The Auckland On Water Boat Show Issue.  
 Booking Deadline: 1st August. Copy Deadline 10th August.

**Nov/Dec: PowerBoat Magazine / PWC Annual**

The Big Pre-Season Issue.  
 Booking Deadline: 1st October. Copy Deadline 10th October.

## ADVERT SPECIFICATIONS

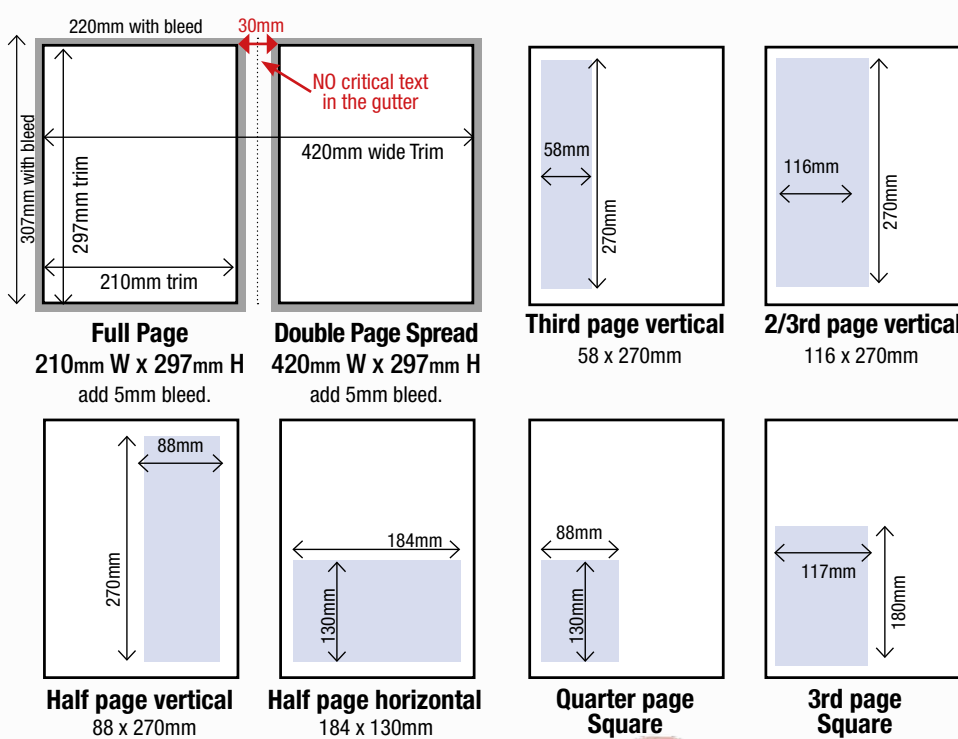
### TECHNICAL DETAILS

Images should be supplied at a minimum of 300dpi at output size. Please supply images on their own and not embedded into powerpoint or word documents.

### SUPPLYING MATERIAL

Print Ready Files: All PDFs supplied for print should be press optimised with all spot colours converted to CMYK. All fonts are to be embedded or converted to outlines.

Crop marks are required for full and double page spreads ONLY with a minimum of 5mm bleed, (no printing marks or bleed on adverts smaller than a full page). Files can be sent via CD-Rom, USB stick, email, Dropbox/YouSendit.



## DIGITAL MEDIA KIT



### A: TOP BANNER ADVERTS

Specs: 728px W x 90pxH  
**\$3,495 pa**  
 – Found on every page of the website  
 – Three - four only rotating every 3 seconds  
 – Links to your website

### B: IN-COPY ISLAND BANNER

Specs: 728px W x 90px H  
**\$240 pa**  
 Strategically placed in a specific boat review or feature.

### C: SIDE BANNER ADVERT

Specs: 300pxW x 250pxH  
**\$1,800pa**  
 - Found on every page of the website.  
 - Links to your website.

### D: VIDEO

Filmed and edited // From **\$2500**  
 A video edition of your boat review placed on our [www.powerboatmagazine.co.nz](http://www.powerboatmagazine.co.nz) website, and a copy of the video supplied for your use.

### E: CALL TO ACTION

Specs: 728px W x 90px H  
**\$200 pa**  
 A link at the bottom of your review to your site or email.  
 All prices exclude GST.



### VIDEO OPPORTUNITIES

## BOAT REVIEWS & PRODUCT VIDEOS

**BOAT / PRODUCT REVIEW VIDEOS FILMED, EDITED, PROMOTED AND SUPPLIED FROM JUST \$2800**

A professionally presented and supplied, unbiased, third party video of your boat/product review. (You will receive the video and video footage for your own use). Your 4-6 minute Video Boat Review will be:

### Featured:

On our PowerBoatMagazine.co.nz video website. In the PowerBoatMagazine.co.nz Boat review feature section.

### Promoted:

On the lead page of printed edition review. In the Newsletter to our digital subscribers. On our PowerBoatMagazine.co.nz Facebook page. Uploaded to YOUTUBE.

### Boat Review:

Example <https://tinyurl.com/Buccaneer-685>

### Water Toys

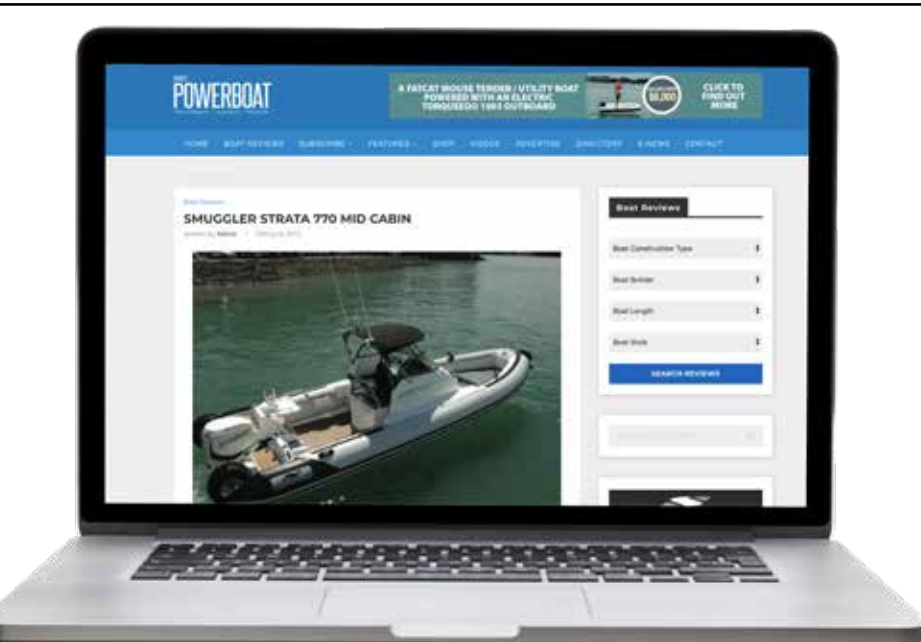
Example <https://vimeo.com/207559597/b930be849f>

### Testimonial:

An unbelievable 6000 people viewed our video in 3 days - we can account for at least one boat being sold directly off this boat review.  
 - Pauline Pringle - Smuggler Marine.

## THE FACTS:

- www.powerboatmagazine.co.nz: web and social media numbers - 10,000 sessions /month
- 8000 digital subscribers, and growing quickly
- PowerBoat Magazine videos reach anywhere between 5,000 - 30,000 (promotional budget dependant).
- Our organic search traffic and domain authority has been steadily increasing for the last 12 months (since the new website).
- Great engagement on Facebook through targeting boaties in NZ and Australia.
- Across all our mediums we aim for quality not quantity. We believe that targeted audiences are better for our partners than splatter marketing to a mass.



## THE NUMBERS

### DIGITAL ADVERTISING:

In addition to our print version, we have several forms of digital advertising and promotions that can assist in creating more awareness for your business and products. We are happy to share our established digital platforms with you....

### WEBSITE BANNER ADVERTISING-

The three main opportunities are Banner based adverts – they have the most impact and can also be animated. Specs: 728px W x 90pxH

- 1: The PowerBoat Magazine Website ([www.powerboatmagazine.co.nz](http://www.powerboatmagazine.co.nz)) this is our latest and brand new digital platform – Here you can choose the placement of your banner ads on the home page and internal pages.

### Options are:

- A: TOP BANNER ADVERTS**
- B: IN-COPY ISLAND BANNER**
- C: SIDE BANNER ADVERTS**
- E: CALL TO ACTION BANNER**

- 2: Within the website, we also have the ability to place an 'In-copy' advert in a specific feature or review, targeting

the market you are trying to zero in on. (\$240 p.a.).

### THE POWERBOAT WEEKLY E-NEWS

3: This is our newsletter that is delivered digitally on a weekly basis, for longevity, the newsletter is also added to our PowerBoat Weekly E-News website [www.powerboatnews.co.nz](http://www.powerboatnews.co.nz)

- Monthly advertising cost is \$400.00 random banner placement. (4 insertions).

### LOOKING AT THE NUMBERS-

We currently have just over 8,000 Digital Subscribers, adding more every week. These subscribers receive both the digital editions of all publications and the PowerBoat Weekly E-News.

- Combined, the [www.powerboatmagazine.co.nz](http://www.powerboatmagazine.co.nz) Website and the [www.powerboatnews.co.nz](http://www.powerboatnews.co.nz) E-News offer:
- 6800+ Page Views per month.
  - 4880+ Unique Visits per month.

# WWW.POWERBOATMAGAZINE.CO.NZ

For more information on sizes, deadlines and copy requirements contact:

**ADVERTISING NZ / AUSTRALIA:**  
 Doug Duqueson +64 09 428 2328 or +64 021 772 202  
[doug@boatmags.com](mailto:doug@boatmags.com)

**ADVERTISING NZ:**  
 Alex Ram +64 09 428 7277 or +64 021 0286 5298  
[alex@boatmags.com](mailto:alex@boatmags.com)

**EDITORIAL ENQUIRES:**  
 Barry Thompson +64 09 428 2086 or +64 021 777 355  
[barry@boatmags.com](mailto:barry@boatmags.com)

