

THE PACIFIC'S LEADING POWER BOATING MAGAZINE

# POWERBOAT

TRAILERBOATS | LAUNCHES | CRUISERS

POWERBOATMAGAZINE.CO.NZ

MEDIA KIT



D&B Publishing is proud to have delivered the Pacific regions best power boat read for over 30 years.

Pacific PowerBoat is produced 6 times a year (Bi-Monthly).

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**TARGETED REACH** – If your market is powerboats, this is the publication for you. Our readers are highly engaged and specifically interested in powerboats—your message reaches the right audience every time.

**LONGEVITY** – Unlike other media, our publications have a long shelf life. Each issue remains in circulation for months, giving your message extended exposure.

**QUALITY** – We take pride in the high production standards of our publication and the expertise of our world-class

editorial team, delivering the very best in powerboat content and presentation.

**DIGITAL SUPPORT** – Every edition is also published online, extending your reach even further. Your company and products gain ongoing global visibility.

**PROVEN RESULTS** – Our advertisers consistently report strong results. Boats and marine products are being sold directly from the exposure received in both our print and digital editions.

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# PRINT EDITIONS

## PRINT EDITION DEADLINES:

### Jan/Feb

The Big Holiday Read.

Booking Deadline: 24th November.

Copy Deadline: 1st December.

### Mar/Apr

The Auckland on Water Boat Show issue.

Booking Deadline: 1st February.

Copy Deadline: 10th February.

### May/June

Sanctuary Cove and NZ Hutchwilco Boat Show issue.

Booking Deadline: 1st April.

Copy Deadline: 10th April.

### July/Aug

The NZ Boat, Fish & Dive Expo issue.

Booking Deadline: 1st June.

Copy Deadline: 10th June.

### Sept/Oct

Perth Boat Show Issue.

Booking Deadline: 1st August.

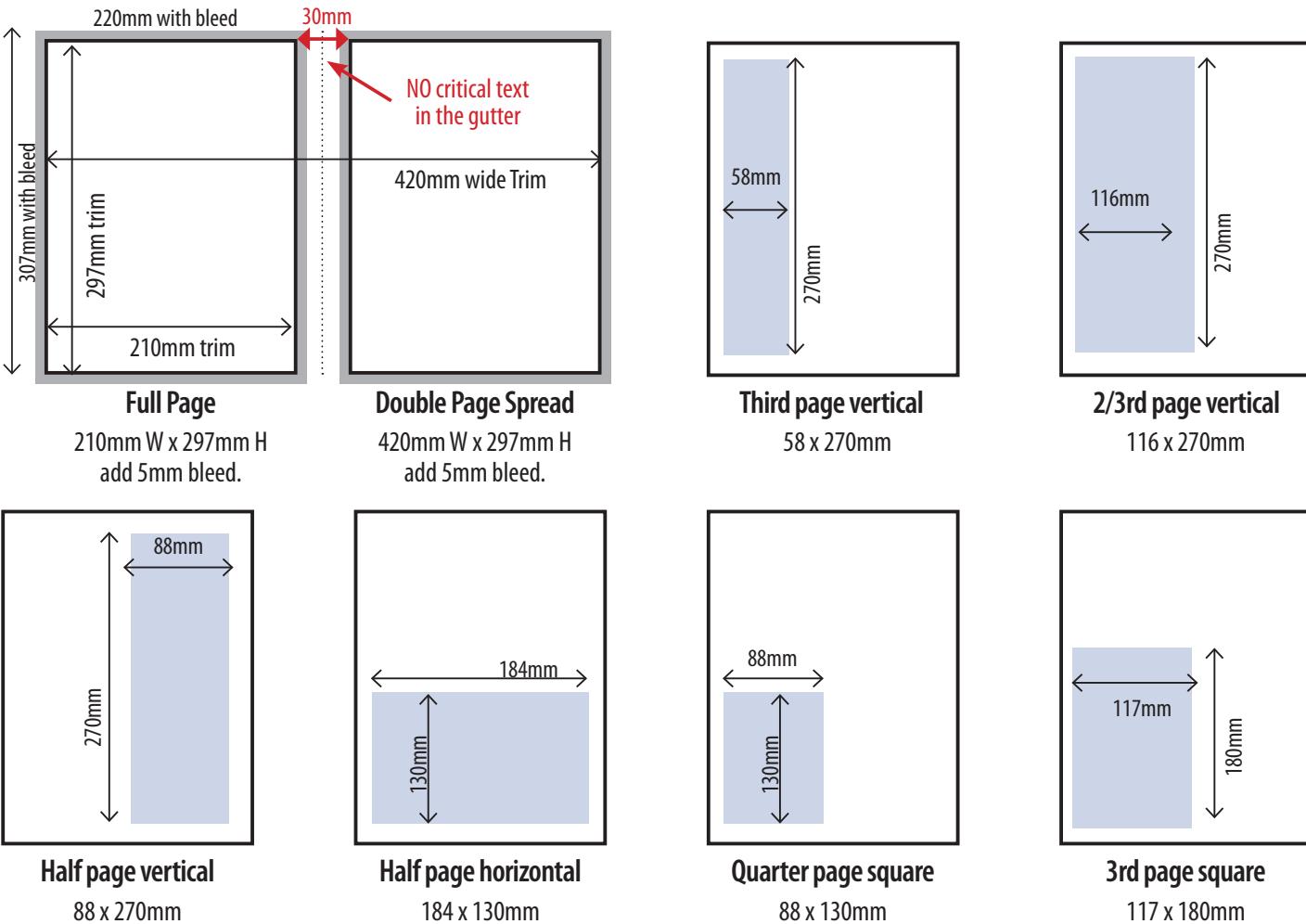
Copy Deadline: 10th August.

### Nov/Dec

Sydney Boat Show 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.

(No printing marks or bleed on adverts smaller than a full page)

### 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.

All pricing is - per issue, and excludes GST.

Artwork production charges are additional.

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# DIGITAL MEDIA KIT

## A: TOP BANNER ADVERTS

Specs: 728px W x 90px H

- Found on every page of the website
- Three - four only rotating every 3 seconds
- Links to your website

**\$1,250 pa**

## B: IN-COPY ISLAND BANNER

Specs: 728px W x 90px H

- Strategically placed in a specific boat review or feature.

**\$240 pa**

## C: SIDE BANNER ADVERT

Specs: 300pxW x 250pxH

- Found on every page of the website.
- Links to your website.

**\$1,800pa**

## D: VIDEO

- Filmed and edited
- A video edition of your boat review placed on our website, Instagram, Facebook, Youtube and TikTok
- A copy of the video supplied for your use.

**From \$1000**

## E: CALL TO ACTION

Specs: 728px W x 90px H

- A link at the bottom of your review to your site or email.

**\$200 pa**

All prices exclude GST.



**A**

**B**

**C**

**D**

**E**

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# 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)) 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.).

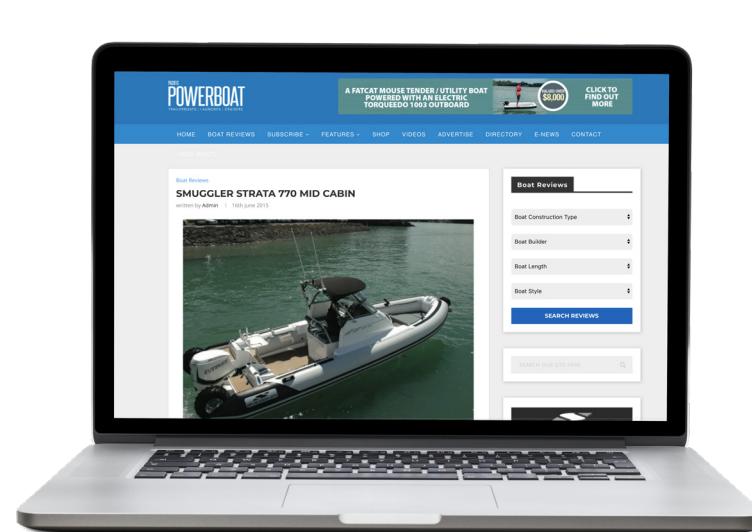
## THE POWERBOAT WEEKLY E-NEWS

**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 banner advertising cost is \$400 for 4 insertions, or \$300 per month, for bookings of 3 months plus.

## LOOKING AT THE NUMBERS-

We currently have just over 16,200 Digital Subscribers, adding more every week. These subscribers receive both the digital editions of all publications and the PowerBoat Weekly E-News.



## THE FACTS:

[www.powerboatmagazine.co.nz](http://www.powerboatmagazine.co.nz): web and social media numbers

- 50,000+ sessions /month
- 16,200 digital subscribers, and growing quickly
- PowerBoat Magazine videos reach anywhere between 30,000 - 400,000+ (promotional budget dependant).
- Great engagement on Facebook through targeting boaters in NZ and Australia.
- We prioritise audience quality and relevance across all our platforms, delivering focused, high-engagement exposure that offers greater value to partners than broad, mass-market campaigns.

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

### ADVERTISING NZ / AUSTRALIA:

Doug Dukeson +64 021 772 202 | [doug@boatmags.com](mailto:doug@boatmags.com)

### ADVERTISING NZ:

Holly Dukeson +64 021 028 66849 | [holly@boatmags.com](mailto:holly@boatmags.com)

EDITORIAL ENQUIRIES: [editorial@boatmags.com](mailto:editorial@boatmags.com)

## TESTIMONIALS

We have found our advertising marketing with PowerBoat Magazine has been very effective over the years and has accounted for a considerable number of boat sales.

**Gerry Gerrard**  
- Buccaneer Boats.

Your boat reviews are head and shoulders above anyone else's in the game.

**Brett Thurley,**  
MD at Clipper Motor Yachts.

Featuring our new products in the Powerboat Magazine e-newsletter was a game-changer, sales came instantly as soon as it went live. Incredible exposure and results!

**Rhys Fell**  
- Ultimate Rod Rack NZ

Just a quick note to thank you and the PowerBoat team for the boat review of our new Takacat model in your latest issue.

Within the first week of the publication going on sale, featuring our review and advert, we received a phone call and a subsequent visit, which resulted in a boat sale.

Well done, team!

**Paul Powney**  
- Takacat NZ

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