

**OCEAN
NAVIGATOR[®]**
THE VOYAGER'S RESOURCE

Media Kit 2022



Readers receive your ad message across multiple platforms

On average, large, ocean-capable cruising yacht owners, spend ten times as much to operate their boats



@oceannavmag

@oceannavigator

@OceanNavMag

oceannavigatormagazine

17,800
OCEAN VOYAGER
PRINT/DIGITAL
MAGAZINE READERS

11,421
SOCIAL MEDIA
FOLLOWERS

27,000
AVG. MONTHLY
WEBSITE VISITORS

11,000+
EDITORIAL EMAIL
NEWSLETTER READERS

13,200
OCEAN NAVIGATOR
PRINT/DIGITAL
MAGAZINE READERS

Ocean Navigator's loyal readers are serious coastal and offshore cruisers – both sail and power. They require vessels and equipment that are bigger, better, more complex and more comprehensive than those of average sailors. On average, coastal and offshore cruisers spend 10 times as much to operate their boats!

Whether visiting the website, reading e-newsletters, the magazine, interacting with social media or using mobile devices on the go, *Ocean Navigator* places your message in front of a highly engaged audience.

Ocean Navigator readers are fiercely loyal

Ocean Navigator readers are fiercely loyal because this magazine focuses on their unique interests and needs. Since owners of boats over 40 feet spend nearly 70% of all dollars spent in the yacht industry, *Ocean Navigator* delivers the most active and influential buyers in the marketplace.

I'm pretty selective about the sailing publications that I subscribe to. I've been a subscriber to *Ocean Navigator* probably for the better part of 10 years and I've continued to maintain a subscription because it really addresses bluewater sailing, which is what my interest is. *Ocean Navigator* gives me a good bird's-eye view as to what's being recommended and what's cutting edge.

—Bill Kardash, Swan 44

Ocean Navigator readers are serious about gear purchases

New-boat purchases generate a high volume of associated sales of rigging, gear, electronics and accessories. And bigger boats cost many times as much to rig and outfit as smaller boats.



Ocean Navigator readers

Median age	62
Primary boat is a sailboat	74%
Primary boat is an inboard powerboat	18%
Days spent on board annually	57
Audience in the market to buy a boat	32%
Average amount plan to spend	\$243,000
Planning to spend over \$500,000	5%

Our readers own ocean-capable boats

Boats Over 60'	2.5%
Boats 50-59'	9%
Boats 45-49'	9%
Boats 40-44'	19%
Boats 35-39'	18%
Boats 30-34'	19%
Boats under 29'	17%

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January/February '22

AD CLOSE: 11/15/21

Batteries

Capacity, life cycles, maintenance and cost are among the top questions most voyagers have regarding their battery installations. And as lithium chemistry batteries gain wider acceptance, we'll investigate how this technological advance is affecting the voyaging battery equation.

Planned Bonus Distribution:

Seattle Boat Show, Miami Boat Show

March/April '22

AD CLOSE: 1/7/22

Watermakers

A key tool for voyaging independence, watermakers have become a standard item on most voyaging boats. We'll look at the current technology of these amazing devices and investigate issues around power use and upkeep.

Planned Bonus Distribution:

Puerta Vallarta Race, Newport Ensenada

Ocean Voyager '22

AD CLOSE: 2/18/22

Ocean Voyager

Ocean Navigator's handbook on passagemaking, *Ocean Voyager* is packed with offshore cruising information. This annual issue covers communications, electronics, weather, electrical systems, safety, voyaging skills and more.

May/June '22

AD CLOSE: 3/24/22

Weather

Year in and year out, the number one interest for most voyagers is weather — getting valuable data and applying it to their local situation to take advantage of good wind and avoid storms. We'll look at what new options are available in products and services for voyagers to handle this all-important task.

Planned Bonus Distribution:

Nordhavns Across Puget Sound (NAPS)
Rendezvous

July/August '22

AD CLOSE: 5/20/22

Communications

While HF SSB is still used on cruisers' nets, the move to satellite communications will continue to grow in the next few years as satcom providers offer more products and satellite Internet services like Starlink offer worldwide service. We'll examine these developments and more.

Planned Bonus Distribution:

Pacific Cup, TrawlerFest Newport

September/October '22

AD CLOSE: 7/22/22

Electrical Systems

Between the batteries, the charging devices, system monitoring, fuse panels and wiring, modern voyaging boat electrical systems are highly capable but can also be complex. We'll look at the options for voyaging electrical systems that run smoothly and reliably.

Planned Bonus Distribution:

NMEA Conference, TrawlerFest Baltimore,
US Sailboat Show, Fort Lauderdale International Boat Show

November/December '22

AD CLOSE: 9/23/22

Safety Training

Keeping a crew safe means not only having the right safety gear available but also getting the proper training in how to use those devices. We examine the choices for voyagers' safety training both afloat and ashore.

Planned Bonus Distribution:

Seven Seas Cruising Association (SSCA)
St. Augustine

January/February '23

AD CLOSE: 11/18/22

Refrigeration

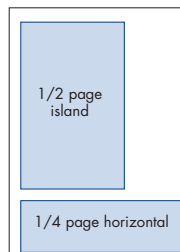
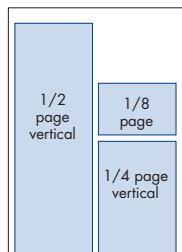
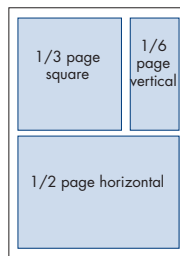
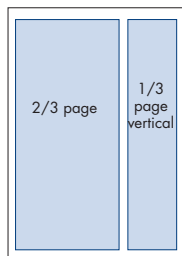
Modern voyaging boats increasingly have all the comforts of home, including reliable refrigeration units. This equipment comes in a variety of different compressor drive systems. We'll investigate these systems with their pros and cons for keeping your voyaging provisions fresh.



MECHANICAL REQUIREMENTS

AD SIZE	DIMENSIONS	
	HORIZONTAL	VERTICAL
Full page (bleed)	8.625"	11.125"
Full page (non-bleed live area)	7.25"	9.75"
Full page (trim)	8.375"	10.875"
2/3 page	4.5"	9.75"
1/2 page (island)	4.5"	7"
1/2 page (horizontal)	7"	4.875"
1/2 page (vertical)	3.375"	9.75"
1/3 page (vertical)	2.125"	9.75"
1/3 page (square)	4.5"	4.875"
1/4 page (vertical)	3.375"	4.875"
1/4 page (horizontal)	7"	2.25"
1/6 page (vertical)	2.125"	4.875"
1/8 page (horizontal)	3.375"	2.25"

*trim size: 8.375" x 10.875" | .125" bleed | place all elements .25" from trim



TERMS AND CONDITIONS

- Advertisers and advertising agencies agree to indemnify and protect the publisher from any claims or expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark.
- All copy, text and illustrations are subject to the publisher's approval before execution of the order. Publisher reserves the right to reject any advertising which is in publisher's opinion unethical, extravagant, challenging, in bad taste, detrimental to public health or interest, or otherwise inappropriate or incompatible with the character of the publication, whether or not the same ad has been previously accepted or published.
- Agency discount: 15% commission to accredited advertising agencies.
- Advertiser and agency assume joint liability for payment of all debt incurred by agency on behalf of an advertiser. Space billed to an agency and unpaid 60 days after billing may be billed directly to the advertiser. An order may be cancelled by the publisher if advertiser or agent fails to pay account when due. The difference between rates billed and rates earned becomes due and payable immediately. The publisher assumes no liability for advertisements omitted for any reason.
- Credit terms are net 30 days. 1.5% monthly interest charged on unpaid balance over 30 days. First-time advertisers must either prepay first insertion or submit credit applications. Any account sent to an outside collection or legal agency will be responsible for the fees charged in collecting the money owed.
- Contracts and space reservations may not be cancelled after the advertising deadline; full price will be charged for any cancellations after advertising deadline. Cover positions require 60 days written notice of intention to cancel contract. Cancellation of any contract is subject to short-rate at the earned frequency rate. Verbal commitments to advertise are binding.
- Maritime Publishing makes no representations or warranties concerning response rates to, or effectiveness of, advertising in its publications, or concerning the size, scope or demographic composition of the circulation of its publications. Previously provided circulation data and estimates are not a guarantee of, or representation about, future circulation performance.

ADVERTISING SPECS

MAGAZINE TRIM SIZE

8.375" x 10.875" (add .25" for bleed)

DIGITAL REQUIREMENTS

Digital ads are required when supplying advertising material. All ads should be built at 100% of the reproduction size and should be no less than 266 dpi for scanned images and 600 dpi for line art.

IMAGE/RESOLUTION REQUIREMENTS

All color images must be converted to CMYK. Scanned images should be 266-300 dpi at actual size of reproduction. Photos downloaded from web pages that have been saved at a low resolution (72-100 dpi) will not print clearly.

GRAPHIC FORMATS ACCEPTED: High resolution PDF, JPG

OCEAN NAVIGATOR RATES

FOUR-COLOR	1x	4x	6x	7x Value*
Full page	\$2,335	\$2,195	\$1,940	\$1,890
2/3 page	1,985	1,865	1,649	1,605
1/2 island	1,868	1,756	1,552	1,512
1/2 page	1,750	1,645	1,455	1,415
1/3 page	1,520	1,425	1,261	1,228
1/4 page	1,170	1,095	970	945
1/6 page	700	658	582	567
1/8 page	585	549	485	473
2 pg. spread	4,670	4,490	3,880	3,780
1/2 pg. spread	2,802	2,634	2,328	2,268

BLACK & WHITE

Full page	\$1,751	\$1,645	\$1,455	\$1,415
2/3 page	1,488	1,398	1,236	1,202
1/2 island	1,400	1,316	1,164	1,132
1/2 page	1,313	1,234	1,091	1,061
1/3 page	1,138	1,069	945	920
1/4 page	875	822	727	707
1/6 page	525	494	436	424
1/8 page	438	411	364	354
2 pg. spread	3,502	3,290	2,910	2,830
1/2 pg. spread	2,101	1,974	1,746	1,698

COVERS

Cover II	\$2,920	\$2,745	\$2,425	\$2,360
Cover III	2,570	2,415	2,134	2,079
Cover IV	3,152	2,963	2,619	2,550

TWO-COLOR

Add \$250 to B&W prices for one additional color. Second color made with CMYK.

*7x VALUE PACKAGE

Package includes all 6 regular issues of *Ocean Navigator* plus *Ocean Voyager* annual. The 35% premium on *Ocean Voyager* is waived. Advertisers will be billed at a flat rate each issue.

ANNUAL EDITIONS

Add 35% to 1x, 4x, 6x frequency rate. 7x rate: waive the 35%.



New Advertising Opportunity

Ocean Navigator magazine now offers you a new advertising format to fit your budget. The MarketPlace will give your business visibility to *Ocean Navigator* readers seven times a year (every issue).

You can choose a size based on your budget and get your message in front of our readers regularly.

Get your smaller ad seen in a valuable market. Market regularly so your brand is the first product that comes to mind.

Price based on a seven-time commitment.

Choose a size within your budget:

Ads are 4-color

3/16th page **\$400.00**

1/8th page **\$275.00**

1/16th page **\$150.00**

Ad Size	Dimensions	Price
1/16th	1.5" x 2"	\$150.00
3/16th	1.5" x 6.625"	\$400.00
1/8th vert	1.5" x 4.375"	\$275.00

2022 Website and Email Newsletter Advertising



An online gathering place

Oceannavigator.com is the online gathering place for knowledgeable, affluent blue water voyagers.

Choose your digital audience

Oceannavigator.com gives advertisers new and exciting ways to reach either a broad or targeted audience - you choose.

Website advertising

With Oceannavigator.com you can reach a broad audience with run-of-site ads or target an audience in one of these sections of the site:

- ▶ Homepage
- ▶ Ocean Voyaging
- ▶ Offshore Sailing
- ▶ Ocean Racing
- ▶ Navigation
- ▶ Weather
- ▶ Cruising Tips
- ▶ Voyaging Under Power

Website Advertising



File type: gif, jpg, rich media Size: 40KB
Dedicated email: supply content as html (600px wide) or provide copy and art for Navigator to create.
Max Animation Loops: 3 loops or 15 sec

Dedicated Email Blast



Email Newsletters



Voyaging Tips, Marine Electronics, Seamanship & Nav, Weather, Electronic Charting

Dedicated email blast

Advertisers' own content sent to entire Ocean Navigator email newsletter subscriber list. (Ask your sales rep to see some examples.)

Email newsletter ads

Email newsletter advertising provides an opportunity to reach 14,932 Ocean Navigator email newsletter subscribers. (Choose leaderboard and/or vertical banner)

Website advertising rates

Leaderboard+Medium Rectangle	\$750
Leaderboard (728x90px)	\$500
Half Page (300x600px)	\$500
Medium Rectangle (300x250)	\$500

Email newsletter rates

Leaderboard+Vertical Banner	\$1,200
Leaderboard (600x90px)	\$800
Vertical Banner (120x240px)	\$600
Dedicated Email Blast	\$2,250

Ocean Navigator print advertisers are eligible for discounts on digital ad purchases.

OCEAN VOYAGER



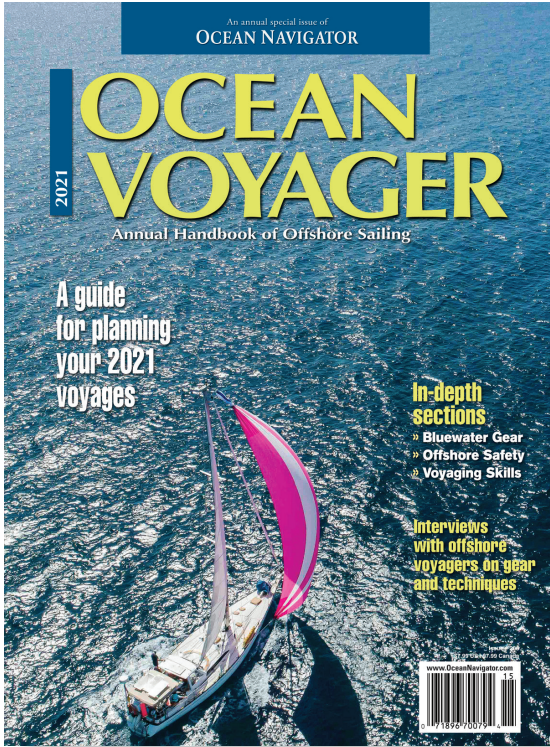
Ocean Voyager is coveted by offshore cruisers for its essential information about voyage preparation, skills and equipment for safe and enjoyable cruises. Readers keep and refer to their copies all year long—it's their cruising primer, full of ideas, tips and authoritative information.

Access: *Ocean Voyager* gives Advertisers unmatched access to active sailors.

Events: In addition to reaching all *Ocean Navigator* subscribers, *Ocean Voyager* is included in the "Skipper's Package" at major racing events.

Boat Shows: *Ocean Voyager* is distributed at many North American events: Yacht Manufacturer Sponsored Rendezvous, Boat Shows, Offshore Races, Regattas and all Trawler Fests. See Reader Profile for comprehensive list.

Ocean Voyager is an ideal way to make your campaign in *Ocean Navigator* work harder with repeat exposure to your best prospects and customers—be sure to include this high-impact reader favorite in your marketing schedule.



Ocean Voyager Event Distribution:

- Seven Seas Cruising Association** – all 1500 members get access to *Ocean Voyager*
- Trawler Fests** – around the country
- Pacific Cup** – over 5,000 current and past racers
- Transpac Race** – over 5,000 current and past participants
- San Diego – Puerto Vallarta Race** – issues in every skipper's bag.
- Cruise Underway to Baja Rally (CUBAR)** – issues in every skipper's bag
- Additional Sponsorships added every month.

