



OCEAN NAVIGATOR

THE VOYAGER'S RESOURCE

MEDIA PREVIEW **2023**



Loyal Readers

Ocean Navigator's readers are serious coastal and offshore cruisers. This magazine is a valuable resource that provides extensive information regarding their interests and needs. 76% percent of our subscribers have read at least three of the past four issues.

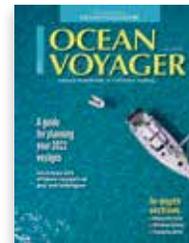
Reach

Whether advertising in the magazine and/or e-newsletters and the website, *Ocean Navigator* places your message in front of a highly engaged, active boat owner. 37% percent of readers indicate they may purchase a new boat in the next 24 months.

Serious gear purchases

All boat purchases generate a high volume of associated sales of rigging, gear, electronics and accessories. Our readers' boats average 42 feet in length, and over 84% plan on major system purchases over the next 12 months.

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AUDIENCE

Reader Insight's - 2022 Survey Results

96% view
Ocean Navigator
as a credible resource

85% took action
based on articles and
columns

96% believe
that it provides extensive
boating/voyaging
information

75% took
action based on reading
advertisements

76% currently
own a boat
Boat owners looking to
make equipment upgrades
in the next 12 months:

41% of readers
cruised offshore

46% navigational
electronics/
equipment

69% enjoyed
coastal cruising over the
last 12 months

43% safety gear

39% electrical systems

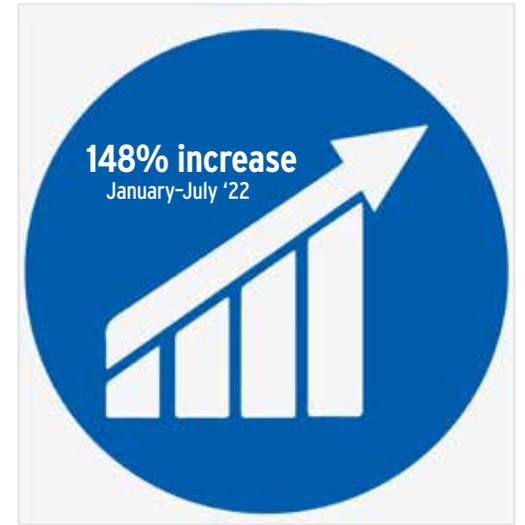
 **ReadexResearch**

Verified data from our 2022 reader
survey conducted by Readex Research

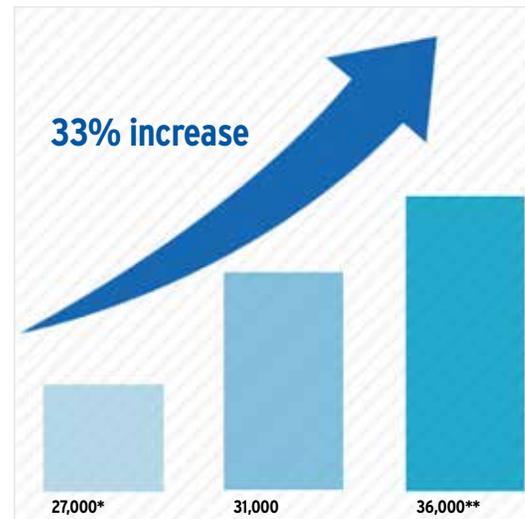


Our Readership is Growing

In the last six months readership has exploded. *Ocean Navigator's* website was revamped, which made web content more timely and accessible. Upgrading the digital format, as well as direction from new management, has boosted subscriber numbers.



Since Last Year Average Monthly Website Views Have Increased Significantly



*based on 2022 Media Kit
**as of July 2022



What our readers are saying in 2022

“A serious and knowledgeable source. I also felt this is a trade journal not a boat magazine something you keep study and review.”

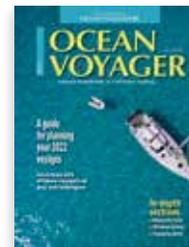
“Detailed articles on voyaging topics such as navigation planning, weather, and celestial navigation.”

“Real information for real sailing and sailors. Serious articles on safety, weather, and all to do with boating. I like this magazine!!”

“Lots of practical knowledge from experienced and trusted authors.... worth the price of admission.”

“It's the best magazine for voyaging sailors and DIY boat owners. The content covers pertinent topics like weather, repairs, techniques, and passage-making thoroughly and well. The magazine puts its readers first.”

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Schedule Your New 2023 Ad Program

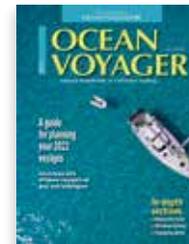
Book your 2023 ad program before November 17th to receive a 10% discount on the rates listed below.

2023 Ad Rates (4-color)

	1x ('23)	7x ('23)
Cover 4	\$3,467.00	\$2,805.00
Cover 3	\$2,827.00	\$2,287.00
Cover 2	\$3,212.00	\$2,596.00
Full Page	\$2,569.00	\$2,079.00
Two-Thirds	\$2,184.00	\$1,766.00
Half Island	\$2,055.00	\$1,663.00
Half Horizontal	\$1,925.00	\$1,558.00
Third	\$1,672.00	\$1,351.00
Quarter	\$1,287.00	\$1,040.00
Sixth	\$770.00	\$624.00
Eighth	\$644.00	\$520.00

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Editorial Focus for 2023

JANUARY/FEBRUARY 2023 - **REFRIGERATION**

MARCH/APRIL 2023 - **COMMUNICATIONS**

OCEAN VOYAGER 2023 - **SPECIAL ANNUAL EDITION**

MAY/JUNE 2023 - **DIESEL ENGINES**

JULY/ AUGUST 2023 - **WEATHER**

SEPTEMBER/ OCTOBER 2023 - **BATTERIES**

NOVEMBER/ DECEMBER 2023 - **SAFETY**

JANUARY/FEBRUARY 2024 - **VOYAGE PLANNING**

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