



OCEAN NAVIGATOR

THE VOYAGER'S RESOURCE

MEDIA KIT **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 subscribers have read at least three of the past four issues.

75%
of readers
own a
sailboat

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.**

43%
spent >60
days on a boat
in the last 12
months

Serious gear purchases

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

38%
own a
powerboat

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



6x and 1x (for a 7x frequency discount)



OCEAN NAVIGATOR HAS AN ENGAGED

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 the magazine provides extensive boating/voyaging information

75% took action based on reading advertisements

76% 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

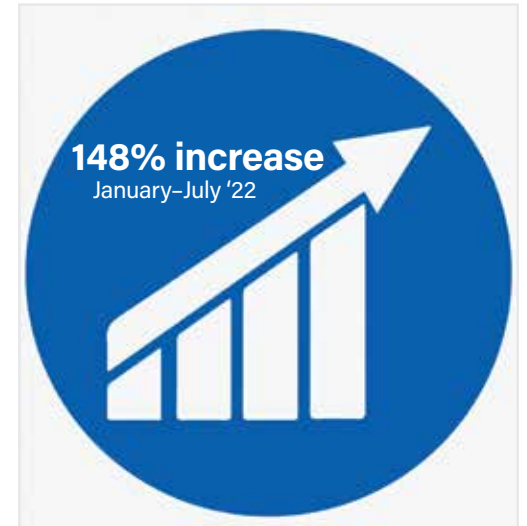
 **ReadexResearch**

Verified data from our 2022 reader survey conducted by Readex Research

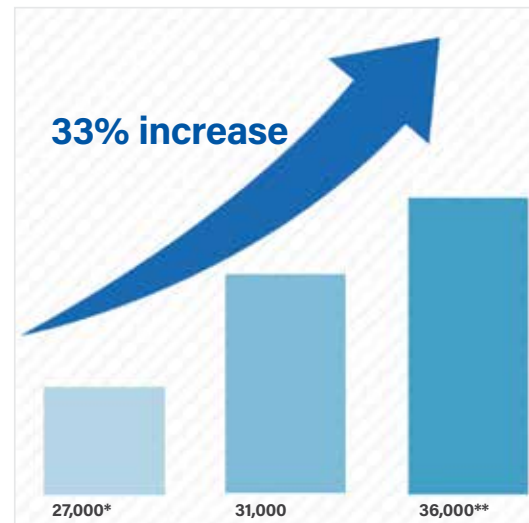


Our Readership is Growing

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

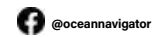


Print, Digital and Email Advertising

Reach informed cruisers wherever they are. *Ocean Navigator's* audience continues to grow as more recreational mariners turn to print and digital magazines, the website, and email newsletters to advance their cruising and sailing skills. The magazine's curated content helps them stay abreast of the newest technology, systems, and gear, while honing their navigational expertise.

***Ocean Navigator* can help you reach your customers quickly and efficiently.** Print issues are circulated throughout the U.S. and Canada, which maximizes exposure to buyers. The digital editions provide direct links to ads for readers to easily take action.

Email Newsletter and Website Advertising. *Ocean Navigator* offers digital and online products to help your company maximize its exposure.





Editorial Calendar

JANUARY/FEBRUARY 2023 –

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.

Advertising Deadline: 11/18/2022

MARCH/APRIL 2023 – COMMUNICATIONS:

With the recent approval of the Starlink satellite system for marine use, satellite communications will continue to increase its importance as a voyager's communications tool. We'll also review the usefulness of HF SSB and VHF radio aboard a voyaging boat.

Advertising Deadline: 01/20/2023

OCEAN VOYAGER 2023: 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.

Advertising Deadline: 02/17/2023

MAY/JUNE 2023 – DIESEL ENGINES: Whether it be the main engine in the case of a power voyaging vessel, the auxiliary engine on a sailboat or the motor that drives a genset, diesel-power is an omnipresent technology for voyagers. We'll check out what's new and also provide readers with solid practical information on keeping all their diesel engines in top shape.

Advertising Deadline: 03/17/2023

JULY/AUGUST 2023 – 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.

Advertising Deadline: 05/19/2023

SEPTEMBER/OCTOBER 2023 – BATTERIES:

Capacity, life cycles, maintenance and cost are among the top questions most voyagers have regarding their battery installations. Designs like AGMs keep lead acid chemistry viable even as lithium chemistry batteries gain wider acceptance. We'll look at the merits of both of these battery approaches and help guide voyagers to the solution that fits best for their needs.

Advertising Deadline: 07/21/2023

NOVEMBER/DECEMBER 2023 – SAFETY:

The electronic-based safety gear sector has been growing, and now there are devices and apps that handle a wide variety of safety situations offshore. But these technological advances haven't changed the basics of safety aboard a voyaging boat, which revolve around situational awareness, knowledge, training and reliable gear. We'll examine how traditional safety approaches are incorporating new technology.

Advertising Deadline: 09/22/2023

JANUARY/FEBRUARY 2024 –

VOYAGE PLANNING: A big part of effective voyaging is not just putting together a great boat with reliable gear but knowing when to go and how to gather the info you'll need to make that decision. We'll delve into the vital art of planning the elements of a voyage, from weather windows to provisioning to ensuring you have a good selection of tools and spare parts before you depart.

Advertising Deadline: 11/17/2023

*Advertising deadline dates are subject to change.



Schedule Your 2023 Ad Program

4-color Advertising Rates

	1x	4x	6x	7x*
Full Page	\$2,569	\$2,415	\$2,134	\$2,079
Two-Thirds	\$2,184	\$2,052	\$1,814	\$1,766
Half Island	\$2,055	\$1,932	\$1,707	\$1,663
Half Horizontal	\$1,925	\$1,810	\$1,601	\$1,557
Third	\$1,672	\$1,568	\$1,387	\$1,351
Quarter	\$1,287	\$1,205	\$1,067	\$1,040
Sixth	\$770	\$724	\$640	\$624
Eighth	\$644	\$604	\$534	\$520
2 page spread	\$5,137	\$4,939	\$4,268	\$4,158
1/2 page spread	\$3,082	\$2,897	\$2,561	\$2,495

COVERS

Cover 2	\$3,212	\$3,020	\$2,668	\$2,596
Cover 3	\$2,827	\$2,657	\$2,347	\$2,287
Cover 4	\$3,467	\$3,259	\$2,881	\$2,805

ProPages Advertising Rates

	7x
3/16th	\$440
1/8th	\$303
1/16th	\$165

B&W and TWO-COLOR prices upon request.

*7X VALUE PACKAGE

Package includes all 6 regular issues of *Ocean Navigator* plus *Ocean Voyager* annual. The 25% premium on *Ocean Voyager* is waived. Advertisers will be billed at a flat rate each issue.

ANNUAL EDITION

Add 25% to 1x, 4x, 6x frequency rate. For the 7x rate, waive the 25%.

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 canceled 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 canceled 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.



Mechanical Requirements

Advertising Dimensions

AD SIZE	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"
1/8 page (vertical)*	1.5"	4.375"
3/16 page (vertical)*	1.5"	6.625"
1/16 page (vertical)*	1.5"	2"

MAGAZINE TRIM SIZE

8.375" x 10.875" (add .25" for bleed). Place all elements .25" from the trim

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

SOFTWARE PROGRAMS NOT ACCEPTED

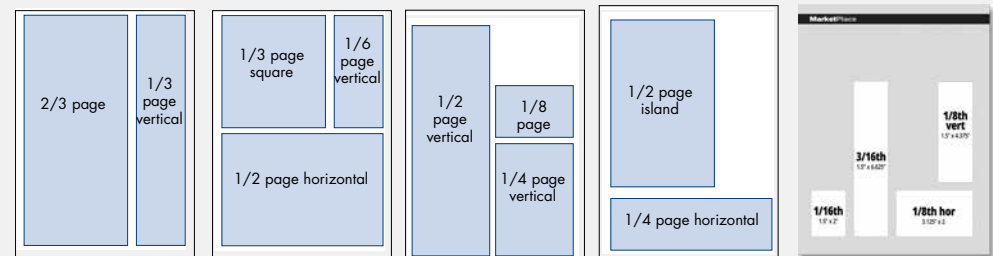
We cannot accept digital ads created in Microsoft Publisher, Microsoft PowerPoint or Microsoft Word.

E-MAILING FILES

Files of 10MB and smaller can be e-mailed to:

Sue Hadlock at sue@maritimepublishing.com or Charlie Humphries at charlie@maritimepublishing.com

***ProPages only**





Website and Email Newsletter Advertising

An online gathering place for knowledgeable, affluent blue water voyagers.

Choose your digital audience. Oceannavigator.com and our email newsletter 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. **Over 35,000 page views monthly!**

Email newsletter ads. Email newsletter advertising (Voyaging Tips, Marine Electronics, Seamanship & Nav, Weather) provides an opportunity to reach ~11,000 *Ocean Navigator* email newsletter subscribers. (Choose leaderboard and/or vertical banner)

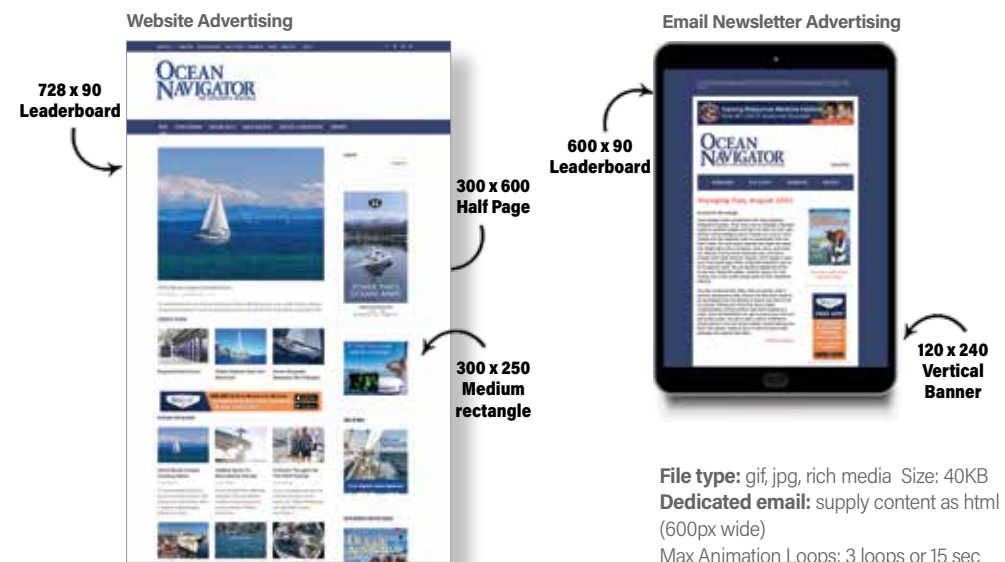
Dedicated email blast. Advertisers' own content sent to entire *Ocean Navigator* email newsletter subscriber list. (Ask your sales rep to see some examples.)

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



An annual special issue of
OCEAN NAVIGATOR

OCEAN VOYAGER

Issue # 275
\$7.99 US / \$7.99 Canada

Annual Handbook of Offshore Sailing

A guide
for planning
your 2022
voyages

Interviews with
offshore voyagers on
gear and techniques

In-depth
sections

- » Bluewater Gear
- » Offshore Safety
- » Voyaging Skills

Special Annual Issue

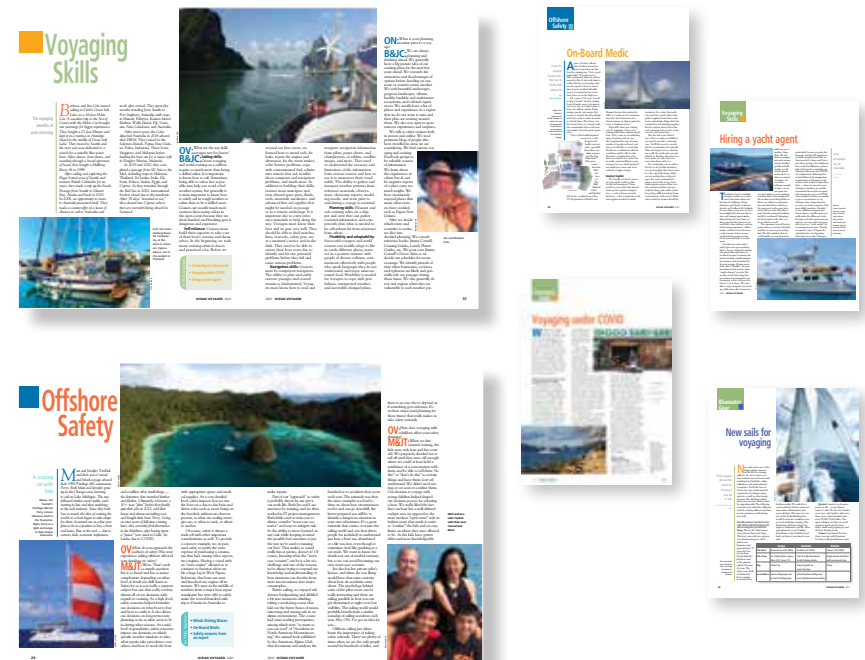
Ocean Voyager is an annual issue coveted by offshore cruisers for its essential information about voyage preparation, skills and equipment for safe and enjoyable cruises. Readers keep and refer to their copy for years—it's their cruising primer, full of ideas, tips and authoritative information.

Access: *Ocean Voyager* gives advertisers unmatched access to owners of ocean-capable sail and trawler yachts.

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

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.





Editorial



Tim Queeney is the longtime editor of *Ocean Navigator* magazine and writes the Marine Tech Notes column in every issue. An experienced offshore sailor, he is also a navigation instructor, having taught celestial navigation, radar navigation and coastal piloting both ashore and at sea aboard tall ships like *Westward*, *Spirit of Massachusetts*, *Californian*, *Virginia* and *Oliver Hazard Perry*.

tim@maritimepublishing.com or (207) 376-9926

Advertising



DANIEL VOET,
ADVERTISING SALES MANAGER

Daniel has been in the industry for over 20 years. He can help you market your business with a strategy that will work best for you and your budget.

daniel@maritimepublishing.com or (949) 973-7745 direct

EVERY COAST. EVERY MARKET SEGMENT.

PRINT AND DIGITAL ADVERTISING OPTIONS

Ocean Navigator's content focuses on cruising skills for the advanced recreational off-shore and coastal cruisers. If you sell products and services to owners of ocean-capable yachts, licensed captains, and sailing enthusiasts you will want advertising exposure in the well-respected print and digital platforms *Ocean Navigator's* offers. Contact *Ocean Navigator's* sales team to set up an advertising program that helps you reach the entire U.S. cruising marketplace.



6x and 1x (for a 7x frequency discount)

oceannavigator.com/advertise/