



OCEAN NAVIGATOR[®]

THE VOYAGER'S RESOURCE

MEDIA KIT **2025**



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

 **Readex**Research

Verified data from our 2022 reader survey conducted by Readex Research



Our Readership is Growing

Readership has surged dramatically. *Ocean Navigator's* captivating content and beautiful imagery paired with articles focused on practical knowledge have attracted more readers than ever before. The timeliness and convenience of our digital edition has also supported this growth tremendously.



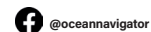


Print, Digital and Email Advertising

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 2025 – DIESEL ENGINES:

Whether it be the main engine on a power voyaging vessel, the auxiliary engine on a sailboat or the motor that drives a genset, diesel-driven power is an omnipresent element of voyaging. We'll examine the latest advances in diesel technology and provide information on how to keep your diesel engines operating reliably. **Advertising Deadline:** 11/15/2024

MARCH/APRIL 2025 – SELF-STEERING:

Crossing oceans under sail or by engine with shorthanded crew requires us to engage some form of self-steering, be it electronic or mechanical, on our vessels. We'll look at different types and models of autopilots and windvane self-steering gears and offer some suggestions as to how best to employ them for best service.

Advertising Deadline: 01/17/2025

OCEAN VOYAGER 2025 – Ocean Navigator's

Annual Handbook of Offshore Sailing is your go-to guide for the latest in technology contributing to your offshore voyages. This guide will cover offshore communication, voyage planning, electronic communication, electrical systems and other critically important aspects of preparing your vessel and getting underway. **Advertising Deadline:** 02/14/2025

MAY/JUNE 2025 – NAVIGATION:

Most of today's cruising sailors use a combination of electronic chartplotters and paper charts with GPS to navigate through both coastal and offshore waters. We'll review both practices, along with some of the latest chartplotter technology and back-up systems, to help you stay on course during your next ocean crossing. **Advertising Deadline:** 03/14/2025

JULY/AUGUST 2025 – COMMUNICATION:

Being able to communicate with surrounding vessels and folks back home is something we all need or desire while sailing or motoring on the high seas. We will review VHF, marine SSB and ham radios, along with satellite text devices and phones, all of which advance our personal safety and peace of mind while underway offshore.

Advertising Deadline: 05/16/2025

SEPTEMBER/OCTOBER 2025 – BATTERIES:

Our capacity to store electrical power aboard our vessels is critical to our success on offshore voyages. All batteries, whether they are traditional flooded acid, gel or absorbent glass mat (AGM), have their own specific uses and installation requirements. We will take a close look at these different battery technologies and how they can meet the various electrical power needs of your vessel.

Advertising Deadline: 07/18/2025

NOVEMBER/DECEMBER 2025 – REFRIGERATION:

Most mid-size and larger cruising vessels have a built-in refrigerator aboard, and some even have a deep freeze. We will explore the various types, sizes and configurations of refrigeration available and offer pointers on how best to install them for best service in your galley.

Advertising Deadline: 09/19/2025

JANUARY/FEBRUARY 2026 – ALTERNATIVE

ENERGY: Solar panels, wind generators, hydro generators, hydrogen fuel cells and small diesel generators are all workable alternatives to using the main engine to provide battery charging power. We will look at the advantages and potential limitations of each of these technologies and how they might fit within your vessel's space limitations and overall electrical infrastructure.

Advertising Deadline: 11/14/2025

*Advertising deadline dates are subject to change.



Schedule Your 2025 Ad Program

4-color Advertising Rates

	1x	4x	6x	7x*
Full Page	\$3,024	\$2,843	\$2,511	\$2,225
Two-Thirds	\$2,570	\$2,415	\$2,135	\$1,890
Half Island	\$2,419	\$2,274	\$2,009	\$1,779
Half Horizontal	\$2,266	\$2,130	\$1,884	\$1,666
Third	\$1,968	\$1,846	\$1,633	\$1,446
Quarter	\$1,515	\$1,419	\$1,256	\$1,113
Sixth	\$758	\$852	\$753	\$668
Eighth	\$689	\$710	\$628	\$556
2 page spread	\$6,047	\$5,813	\$5,024	\$4,449
1/2 page spread	\$3,627	\$3,410	\$3,014	\$2,670

COVERS

	1x	4x	6x	7x*
Cover 2	\$3,780	\$3,555	\$3,140	\$2,778
Cover 3	\$3,328	\$3,128	\$2,763	\$2,447
Cover 4	\$4,081	\$3,836	\$3,391	\$3,001

ProPages Advertising Rates

	7x
3/16th	\$518
1/8th	\$356
1/16th	\$195

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

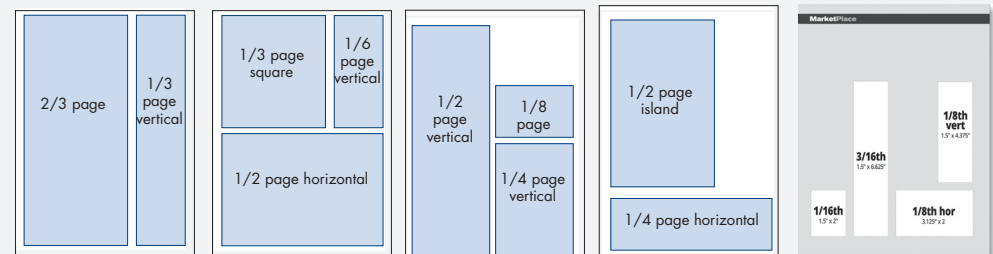
We cannot accept digital ads created in Microsoft Publisher, Microsoft PowerPoint or Microsoft Word.

E-MAILING FILES

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

artwork@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 30,000 page views monthly!**

Email newsletter ads. Email newsletter advertising (Voyaging Tips, Marine Electronics, Seamanship & Nav, Weather) provides an opportunity to reach ~13,828 *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	\$883
Leaderboard (728x90px)	\$589
Half Page (300x600px)	\$589
Medium Rectangle (300x250)	\$589

Email Newsletter Rates

Leaderboard (600x90px)	\$942
Dedicated Email Blast	\$2,648

Website Advertising

Email Newsletter Advertising

File type: gif, jpg, rich media **Size:** 40KB
Dedicated email: supply content as html (600px wide)
 Max Animation Loops: 3 loops or 15 sec

An annual special issue of
OCEAN NAVIGATOR

OCEAN VOYAGER

Issue # 289
\$7.99 US | \$7.99 Canada

Annual Handbook of Offshore Sailing

A guide
for planning
your 2024
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



ERIC COLBY, EDITOR

Eric Colby has spent the entirety of his 38-year career writing exclusively about the marine industry. He was the Senior Technical Editor at *Boating Magazine*, as well as a former Editor In Chief at *Powerboat Magazine*. He is also a graduate of the Westlawn School of Yacht Design. He grew up boating on Long Island Sound, spending many days bluefishing with his late father, Stu. Eric now lives in Maine where he spends most of his on-water time on Sebago Lake. A former offshore powerboat racer, Eric holds the "unofficial" title of fastest journalist on the water having driven the 36' Skater, *Flight Club*, at 172 mph.

ecolby@maritimepublishing.com

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* 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/