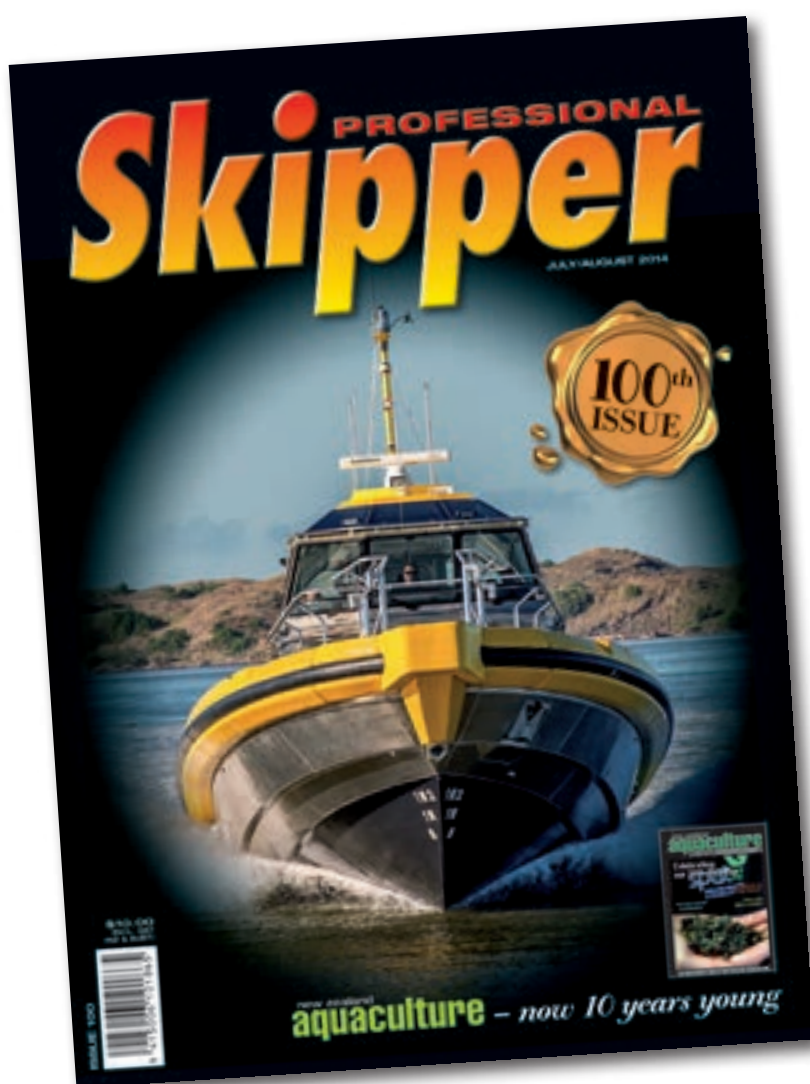


# PROFESSIONAL Skipper

THE ONLY SPECIALISED MARINE PUBLICATION THAT FOCUSES ON THE WIDER MARITIME INDUSTRY FROM SMALL CRAFT TO LARGE SHIPS



MEDIA KIT  
2014



the **magazine** awards

**WINNER**

Trade Professional Category  
Journalist of the Year 2012



JUDGED HIGHLY COMMENDED  
EDITOR OF THE YEAR – MPA AWARDS 2009

Finalist 2008 Qantas Media Awards 

# Magazine Profile

First published in 1996, **PROFESSIONAL SKIPPER** magazine is the only specialised marine publication that focuses on the maritime industry, from small craft to large ships. These include coastal shipping, tugs, barges, ferries, tourist and sportfishing craft and commercial fishing vessels. Port companies and the boat and shipbuilding industry, including the luxury white boat market, are also featured.

**PROFESSIONAL SKIPPER** is published bi-monthly with topical articles about the maritime industry and new vessels, Maritime New Zealand accidents, Transport Accident Investigation Commission reports, letters to the editor, news and views with a little fishing. Plus our regular columnists, who are experts in their professional fields, such as maritime law and industry training. We welcome industry participation and encourage contributions from all sectors.

The magazine is also finding favour in men's interest and with many recreational boat owners who enjoy the diverse content and who like to keep up to date with all things maritime.

Our editor, Keith Ingram, has spent more than 45 years in the marine industry and has a unique understanding of the maritime industry issues and a wealth of experience to draw on.

**PROFESSIONAL SKIPPER** is circulated by direct mail to subscribers and is available from all leading bookshops.

## Advertising Benefits

- A clearly defined market
- Subscribers tend to be the decision makers
- Focused commercial market with active participants in the marine industry
- Recognised as the leading marine trade magazine in Oceania
- Marketplace adds value for client's promotion of products and services
- Published in a glossy A4 format – making for a robust magazine that survives our harsh marine environment
- A high proportion of our readers – read all or most of the magazine (79%)
- The magazine enjoys a high pass on effect and reader growth
- Strong readership estimated to be 94,000 – and growing
- A high quality product that clients can be proud to be a part of
- Competitive advertising rates
- A window of opportunity to get into New Zealand, Australia and the Pacific markets

**PROFESSIONAL SKIPPER** magazine is now available as a web based e'magazine with active client, web and email addresses. [www.skipper.co.nz](http://www.skipper.co.nz)

# Rate Card

|                         | CASUAL                                 | 3 ISSUES | 6 ISSUES |
|-------------------------|--|----------|----------|
| IFC                     | \$1720                                 | \$1635   | \$1548   |
| IBC                     | \$1595                                 | \$1515   | \$1435   |
| OBC                     | \$1915                                 | \$1819   | \$1720   |
| Full page               | \$1470                                 | \$1395   | \$1320   |
| Half page               | \$1120                                 | \$1065   | \$1000   |
| Quarter page            | \$765                                  | \$727    | \$690    |
| Quarter page vertical   | \$865                                  | \$820    | \$780    |
| Quarter page horizontal | \$865                                  | \$820    | \$780    |
| Eighth page             | \$495                                  | \$470    | \$445    |
| Service                 | \$195                                  | –        | \$175    |
| Classified              | Run on \$1 per word (min. charge \$50) |          |          |
| Inserts and tip-ons     | Price on request                       |          |          |

Preferred positioning carries a 10% loading on ratecard.

All prices exclude GST and are charged per insertion. Advertising agency commission not included.

Note: Advert production and scanning costs will incur an additional charge.

## TERMS AND CONDITIONS:

Rates exclude ad production and scanning costs, which may be charged.

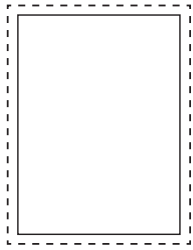
Deadlines: 20th January, March, May, July, September and November.

Terms of payment are in full on 20th of month of publication.

Advertisers are encouraged to contribute information on new products and services within the magazine's Marketplace.



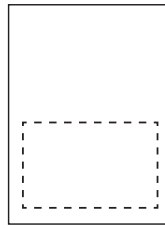
# Ad specifications



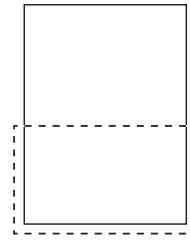
Full page  
210 x 297mm  
+ 3mm bleed



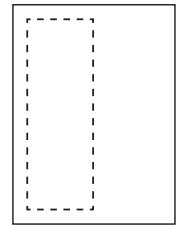
Double page spread  
420 x 297mm + 3mm bleed



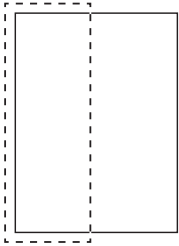
Half page  
186 x 128mm



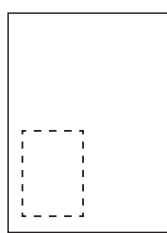
Half page + bleed  
210 x 145mm  
+ 3mm bleed



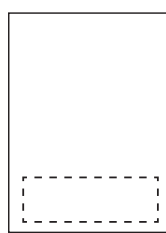
Half page vert  
90 x 262mm



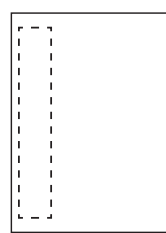
Half page vert + bleed  
102 x 297mm + 3mm



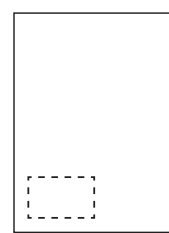
Quarter page  
90 x 128mm



Quarter page horz  
186 x 61mm



Quarter page vert  
45 x 262mm



Eighth page & Service  
90 x 61mm

## MECHANICAL PROCESS:

A4, gloss art Press: Sheet fed Binding: Saddle stitch

## MATERIAL REQUIREMENTS:

Files can be sent to us on either CD Rom, or via email: [advertising@skipper.co.nz](mailto:advertising@skipper.co.nz)

Accepted formats include Indesign CS4, Illustrator CS4, Acrobat PDF, Photoshop CS4.

Colour images must be CMYK and 300dpi, greyscale images should be 240dpi.

Ads created in Illustrator should be supplied as an EPS or PDF file with all images and fonts embedded, text should be converted to outlines. Also supply a printed copy (or PDF file) for visual reference.

PDF files should be high resolution using the Acrobat PRESS QUALITY setting. All fonts must be embedded.

Registration must be centered.

ADVERTISING AGENCIES MUST SUPPLY A COPY OF COMPLETED ADVERTISEMENTS DIGITALLY, WITH FONTS, LOGOS, ETC, EMBEDDED. (OTHERWISE PRODUCTION CHARGES WILL APPLY).

Any text for insertion into the magazine should be saved as a word file (.doc).

## CONTACT DETAILS

Ph 09 533 4336, fax 09 533 4337

4 Prince Regent Drive, Half Moon Bay, Auckland 1012, New Zealand

## EDITORIAL

Keith Ingram, ph 09 533 4336, mob 0274 584 747, email [keith@skipper.co.nz](mailto:keith@skipper.co.nz)

## ADVERTISING SALES MANAGER

Greg Wilson

ph 09 533 4336

mob 027 262 4677

email [advertising@skipper.co.nz](mailto:advertising@skipper.co.nz)

## ACCOUNTS/SUBSCRIPTIONS

Vivienne Ingram, email: [vivienne@skipper.co.nz](mailto:vivienne@skipper.co.nz)

