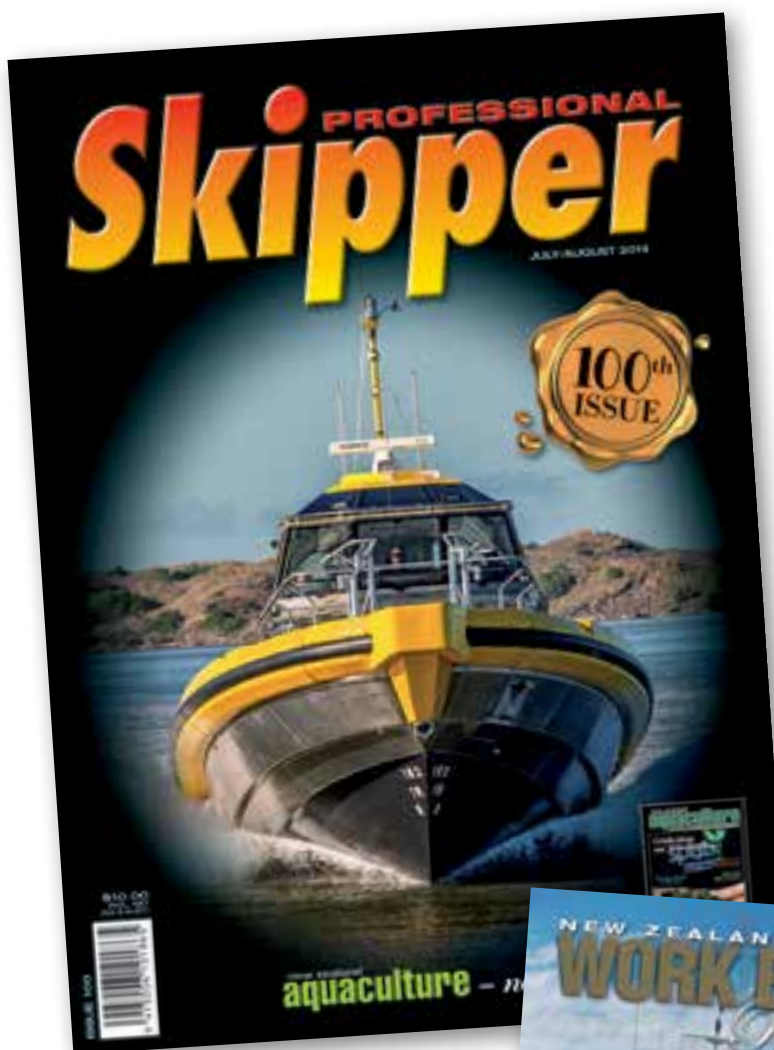


# PROFESSIONAL Skipper

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



the **magazine** awards

**WINNER**

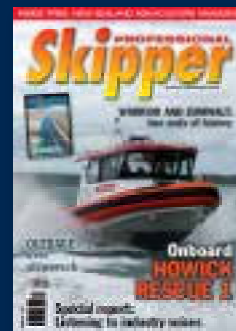
Trade Professional Category  
Journalist of the Year 2012



JUDGED HIGHLY COMMENDED  
EDITOR OF THE YEAR – MPA AWARDS 2009

Finalist 2008 Qantas Media Awards

## MEDIA KIT 2015



## PROFESSIONAL SKIPPER

First published in 1996, **PROFESSIONAL SKIPPER** magazine is the only specialised marine publication that focuses on the maritime industry, from tinnie to tanker. These include coastal shipping, tugs, barges, ferries, tourist and sportfishing craft and commercial fishing vessels, port companies and the workboat and shipbuilding industry as well as new vessels from the luxury white boat market, are also featured.

**PROFESSIONAL SKIPPER** is an independently-owned bi-monthly magazine reaching New Zealand's maritime and fishing community including vessel owners, masters and engineers, shipping and seafood companies throughout New Zealand, Australia and the South Pacific.

Our 2014 survey found that the magazine is well-read and highly rated as one of the leading marine trade publications of its type in Oceania.

- Publishing topical articles about the maritime industry and new vessels, accident and investigation 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 section and with many recreational boat owners who enjoy the diverse content and others who like to keep up to date with all things maritime.
- Editor Keith Ingram has spent more than 50 years in the marine industry and has a unique understanding of the maritime industry issues, broad contacts and a wealth of experience to draw on.
- **PROFESSIONAL SKIPPER** is circulated by direct mail to subscribers, advertisers and industry leaders throughout Oceania and beyond.
- It is available from all leading bookshops, selected supermarkets and service stations.
- The magazine currently enjoys a growing international readership from ship designers, superyacht skippers and industry decision makers.

## NEW ZEALAND WORKBOAT REVIEW

Published for the maritime industry with a showcase selection of the latest workboats to enter service.

- **WORKBOAT REVIEW** is of particular interest to owners and operators of commercial craft who are considering the options of building, rebuilding or upgrading machinery and electronic equipment.
- Contributions from the industry are encouraged, provided that they are relevant to the professional marine industry and our readers.

It is available on subscription with **PROFESSIONAL SKIPPER**, and at selected bookshops throughout New Zealand

### *Our magazine advertising benefits*

- Clearly defined market
- Strong industry-related readership (estimated 94,000)
- Very high 'pass on' effect, issue retention and solid reader growth
- Subscribers tend to be the decision makers
- Focus on commercial market with active participants in the marine industry
- Recognised as the leading marine trade magazine in Oceania
- Marketplace section adds value for client's promotion of new products and services
- Published in a high quality, glossy A4 format – a robust, good-looking magazine that survives a harsh marine environment
- A high proportion of our readers read all or most of the magazine (79 percent)
- Competitive advertising rates
- A window of opportunity to get into New Zealand, Australia and the Pacific marine markets

**PROFESSIONAL SKIPPER** and **NZ WORKBOAT REVIEW** magazines are now available as a web based e-magazine retaining page layout and with active client web and email addresses.

e-magazines [www.skipper.co.nz](http://www.skipper.co.nz) – [www.nzworkboats.co.nz](http://www.nzworkboats.co.nz)

# Rate Card

	CASUAL	3 ISSUES	6 ISSUES
IFC	\$1,892.00	\$1,798.00	\$1,703.00
IBC	\$1,755.00	\$1,667.00	\$1,578.00
OBC	\$2,106.00	\$2,000.00	\$1,892.00
Full Page	\$1,617.00	\$1,535.00	\$1,452.00
Half Page	\$1,232.00	\$1,172.00	\$1,100.00
Quarter	\$895.00	\$860.00	\$845.00
Quarter VERT	\$952.00	\$902.00	\$858.00
Quarter HORIZ	\$952.00	\$902.00	\$858.00
Eighth	\$545.00	\$517.00	\$490.00
Service	\$214.00	\$205.00	\$193.00
Inserts and tip-ons	Price on request		

Preferred positioning carries a 10% loading on ratecard.

All prices exclude GST. Advertising agency commission not included.

## TERMS AND CONDITIONS:

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

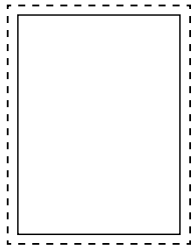
Deadlines: 20th January, March, May, July, September and November.

Terms of payment are in full on 20th of month of publication. (Charged per insertion.)

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



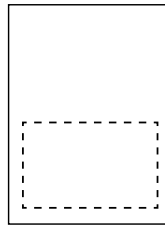
# Ad specifications



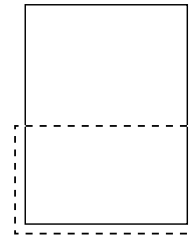
Full page  
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+ 3mm bleed



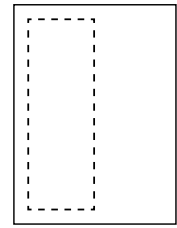
Double page spread  
420 x 297mm + 3mm bleed



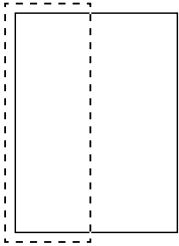
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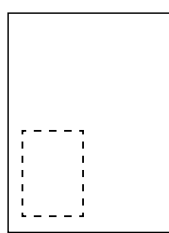
Half page + bleed  
210 x 145mm  
+ 3mm bleed



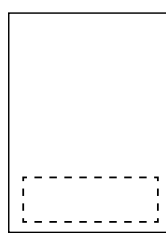
Half page vert  
90 x 262mm



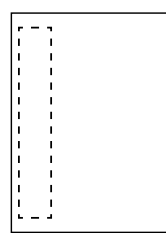
Half page vert + bleed  
102 x 297mm + 3mm



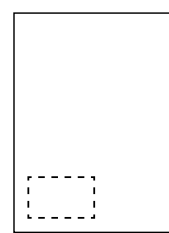
Quarter page  
90 x 128mm



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 USB stick, or via email: [advertising@skipper.co.nz](mailto:advertising@skipper.co.nz)

Accepted formats include Indesign CC 2014, Illustrator CC 2014, Acrobat PDF, Photoshop CC 2014.

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

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