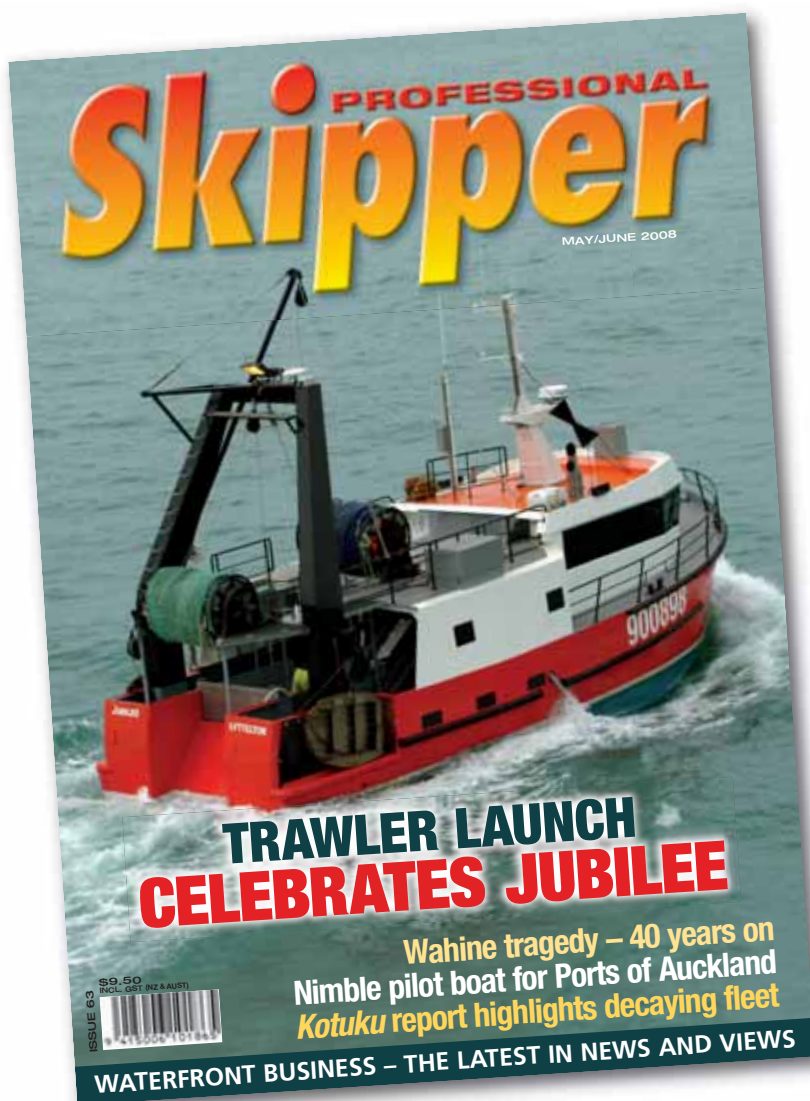


PROFESSIONAL Skipper

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



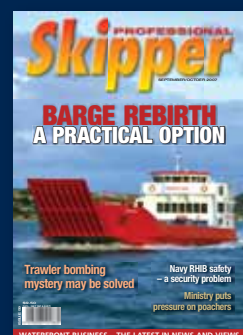
Finalist 2008 Qantas Media Awards



JUDGE'S COMMENT:

"Professional Skipper, all about workboats, shows more scope than its title might suggest. The breezy bimonthly's salty stories about seagoing and waterfront characters penetrate even to letters to the editor and obituaries. Landlubbers, too, should enjoy its commendable coverage and sassy style".

MEDIA KIT



Magazine Profile

Now in its 13th year of publication, **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 under 500 tonnes, tugs, barges, ferries, tourist and sportfishing craft and commercial fishing vessels. Port companies and the boat and shipbuilding industry, including the 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 a little fishing, plus regular columnists who are experts in their fields such as marine law and maritime training. We welcome industry participation and encourage contributions from all sectors.

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

The editor, Keith Ingram, has spent more than 40 years in the marine industry and has a unique understanding of industry issues and a wealth of experience to draw on.

PROFESSIONAL SKIPPER is circulated by direct mail to subscribers and from bookshops.

Advertising Benefits

- Clearly defined market
- Subscribers tend to be the decision makers
- Focused commercial target market with active participants in the marine industry
- Marketplace section for valued added promotion of products and services.
- Glossy A4 format
- Our readers enjoy the stories and articles published
- Graphic art department for assistance
- Competitive rates
- Readership of over 76,000
- Recognised as the leading maritime trade magazine
- A window of opportunity into New Zealand, Australia and the Pacific

Rate Card

	4 COLOUR ONLY
IFC.....	\$1635
IBC.....	\$1515
OBC.....	\$1815
Full page.....	\$1395
Half page.....	\$1060
Quarter page.....	\$725
Eighth page.....	\$485
Service – contract 6 issues.....	PER ISSUE \$165
Service – casual.....	\$185
Brokerage.....	\$90
Classified.....	Run on \$1 per word (min. charge \$35)

All prices exclude GST. Advertising agency commission not included.

Discount: 5% 3 consecutive issues, 10% 6 consecutive issues.

Note: Advert production and scanning costs may incur an additional charge

TERMS AND CONDITIONS:

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

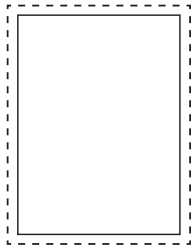
Deadlines: 20th January, March, May, July, September and November.

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 Market Place.



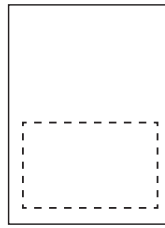
Ad specifications



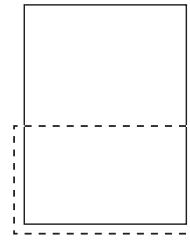
Full Page
210 x 297mm
+ 3mm bleed



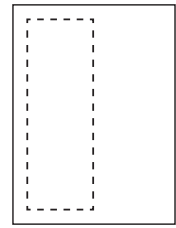
Double Page Spread
420 x 297mm + 3mm bleed



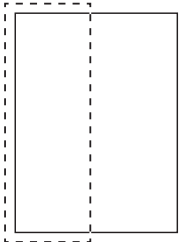
Half Page
186 x 128mm



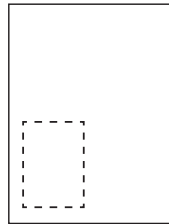
Half page + bleed
210 x 145mm
+ 3mm bleed



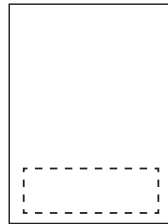
Half page vert
90 x 262mm



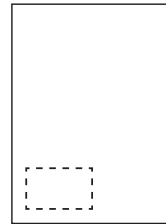
Half page vert + bleed
102 x 297mm + 3mm



Quarter page vert
90 x 128mm



Quarter page
186 x 61mm



Eighth page
90 x 61mm

Brokerage 60 x 50mm

Service 90 x 61mm

MECHANICAL PROCESS:

A4, gloss art Press: Sheet fed, 4x pages per plate Binding: Stapled

MATERIAL REQUIREMENTS:

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

Accepted formats include Indesign CS2, Illustrator CS2, Acrobat PDF, Photoshop CS2.

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

Ads created in Freehand or 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 OPTIMISED default setting. All fonts must be embedded. Registration must be centered.

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

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

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