

onblue

S E R I E S

BUYER'S GUIDES

Magazine Content



11,213 06/05

ENGINESonblue displays a huge range of electric, outboard, and inboard engines. This magazine profiles engines from 30lbs thrust to 2,000hp that suit boats from recreational fishing boats, small yacht tenders and high powered ski boats to luxury yachts and cruisers for sale in Australia.

100% growth in circulation - ENGINESonblue is a BONUS giveaway magazine that will be distributed with **TRAILERABLEonblue** and **BIGonblue**.



16,340 06/05

TRAILERABLEonblue showcases a wide cross section of trailerable boats in the Australian market. From small aluminium dinghies and ski boats to serious fishing boats and luxury trailerable cruisers.



12,477 06/05

BIGonblue is a coffee table, high quality publication that profiles in full glory the wonders of big boats for sale in Australia. From express cruisers, fishing boats to luxury motor yachts, **BIGonblue** lists the features and style of each boat with stunning photography.

Showcase of products available for sale in Australia

Company Reviews

Dealer and Broker Listings

Marina Guide

Website Listings

Glossary of Terms

Technical Stories

Lifestyle Stories

Rates for 2006

ENGINESonblue 2007 – Engine listings

Layout – 3 engines to the page
Rate per engine \$500

TRAILERABLEonblue 2007 – Boat listings

Layout – 3 boats to the page
Rate per boat \$500
Company Review (not available on its own)* \$3,000

BIGonblue 2007 – Boat listings

Half Page \$1,000
Full Page \$2,000
Company Review (not available on its own)* \$3,000

Your Boat/Engine will appear with other manufacturers as per the category of Boat/Engine.

General Advertising

	Full Page	DPS
TRAILERABLEonblue 2007	\$5,000	\$8,000
ENGINESonblue 2007	\$5,000	\$8,000
BIGonblue 2007	\$7,000	\$12,000

Loadings:

RHP	= 10%
Guaranteed location (incl. RHP)	= 20%
IFC, IFC DPS, IBC	= 35%
OBC	= 50%

Refer to Specification Requirements at the rear of this brochure when providing your data.

Prices exclude GST

Payment Method: Cheque and all credit cards accepted.

Invoice issued on publication of magazine

10% Discount for payment received by 30th June 2006

*A minimum investment of \$10,000 is required for a company review. A company review is designed to let the reader know who the company is behind the brand name.

This information is accurate at time of print. Variations may apply. Please check with MMG.

Layout

5.0m - 5.2m
SERVOBOAT



2 STROKE
COLLECTOR

Model: 150
HP: 150
Weight: 150kg

Model: 150
HP: 150
Weight: 150kg

Model: 150
HP: 150
Weight: 150kg

Specifications

Length: 1500mm
Width: 150mm
Height: 150mm

Specifications

Length: 1500mm
Width: 150mm
Height: 150mm

Specifications

Length: 1500mm
Width: 150mm
Height: 150mm

ENGINESonblue

Finished size: 210 x 150mm (A5)

Description 150 words (max.)
Image (50mm H x 30mm W)

TRAILERABLEonblue

Finished size: 297 x 210mm (A4)

Description 150 words (max.)
Image (55mm H x 95mm W)

5.0m - 5.2m
FIBRE GLASS

Mustang - Tournament 1000

The Mustang Tournament 1000 is a... (text continues)



Trophy - 1703 Centre Console

The Trophy 1703 Centre Console is a... (text continues)



Savage - Tasmán 5.2

The Savage Tasmán 5.2 is a... (text continues)



75'-130'
LUXURY CRUISER

Pershing - 90





Models in range: 40 50 55 62 76 90 115

between the coxey galley, the all right area and the crew quarters. The Pershing 90 interior is really outstanding and you can't help but notice the appointments and exclusive elegance of the four cabins with ensuite bathrooms plus a further bathroom, the access areas and the prestige headings and design accessories. This high performance yacht (maximum speed of 48k) and a cruising speed of around 38k) brings an unprecedented concept of life on the water on land.



BIGonblue

Finished size: 303 x 233mm

FULL PAGE:
Description 210 words (max.)
Images **Hero pic** (110mm H x 210mm H)
Interior pics x 3 (40mm H x 70mm W)
Line drawings

HALF PAGE: ▶
Description 160 words (max.)
Images **Hero pic** (55mm H x 100mm W)
Interior pics x 3 (18mm H x 33mm W)
Line drawings

Pershing - 62
Carver - 65 Marquis
59'-75'





Models in range: 40 50 55 62 76 90 115



Models in range: 55M 65M 75M 85M 95M



Images not to scale - Mechanical Specifications on the back cover

Distribution

- Newsagents nationally
- Marine and non-marine retail outlets nationally
- ENGINESonblue – DIRECT MAIL to 30,000 boat owners
- TRAILERABLEonblue – DIRECT MAIL to 30,000 trailerable boat owners
- BIGonblue – DIRECT MAIL to 10,000 big boat owners

Benefits

- Annual publication: Maximum exposure to generate sales
- High quality publication
- People will better understand your product before they enter your showroom
- Correct purchases create greater enjoyment and greater customer satisfaction
- No negative reviews or implied criticisms of boats/products listed
- Enormous distribution strategy

BOOKING DEADLINE 31st March 2006
MATERIAL DEADLINE 7th April 2006

Magazine Distribution Dates
All magazines August 2006

MECHANICAL SPECIFICATIONS

PAGE ADVERTISING

ENGINEsonblue 2007

	Type Area (mm)	Trim Size (mm)	Bleed Size (mm)
• Full Page	190 x 120	210 x 150	220 x 160
• Double Page	190 x 270	210 x 300	220 x 310

TRAILERABLEonblue 2007

	Type Area (mm)	Trim Size (mm)	Bleed Size (mm)
• Full Page	277 x 190	297 x 210	307 x 220
• Double Page	277 x 380	297 x 420	307 x 430

BIGonblue 2007

	Type Area (mm)	Trim Size (mm)	Bleed Size (mm)
• Full Page	283 x 213	303 x 233	313 x 243
• Double Page	283 x 446	303 x 466	313 x 476

General Requirements

- MAC or PC Format
- Preference is to receive Indesign, Quark Xpress 4.0, Illustrator 10.eps (fonts outlined)
- Low Resolution PDF file must be supplied with working files
- High Resolution PDF files MUST be created using Acrobat 4.0/Distiller/Press Settings
- All colours and spot colours must be converted to CMYK format – NOT RGB
- All images must be CMYK 300dpi resolution at 100% Maximum ink density of 345%.
- All files MUST include fonts or outlined
- A digital contract colour proof, i.e.: 3Dap approved, MUST accompany the disk otherwise MMG will charge \$55 to create a proof for the print process.
- All type and important graphics must appear within the "Type Area". The "Type Area" must be centred within the "Trim Size"
- Double Page Spreads - The given measurements for the "Type Area" with reference to a spread actually represent pictorial imaging area. Due to the perfect binding process, a large, clear central "gutter" must be allowed for. Type approaching or crossing the gutter should be avoided. Incidental type should finish no closer than 10mm from the centre point of the spread. Large headline type, which does cross the gutter, should clear the spine by a minimum of 6mm on each side.
- Delivery: We accept CD or Quickcut.

Images

- Picture/photographic content must be CMYK 300dpi resolution at 100%. Maximum ink density of 345%.
- Black/white bitmap images must be 600dpi.
- Images greater than 5mb must be sent on CD. Images less than 5mb can be emailed to david@marinemedia.com.au

Notes

- Club Marine onblue annuals are perfect bound magazines.
- Publication sizes vary, ensure advert sizes supplied are to the correct specification.
- Additional charges may apply to any system and finished artwork required.

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SERIES
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MMG
MARINE MEDIA GROUP

The Club Marine onblue series is published under exclusive licence by Marine Media Group Pty Ltd.

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