

2009 onblue SERIES

MEDIA KIT



A BOAT SHOW IN A MAGAZINE

Image courtesy of Sanctuary Cove

Discount Booking Deadline **21st December 2007**
Final Booking and Material Deadline **28th March 2008**
onblue Series Magazine Distribution **August 2008**

THE ANNUAL ONBLUE MARINE BUYER'S GUIDES

Distributed to the largest pool of Australia's power boat owners



TRAILERABLEonblue is an annual showcase of a wide cross section of trailerable boats in the Australian market. From multi purpose, sport fishing, tournament, cruisers, tow sport, to inflatable, PWC's and **ENGINESonblue** a comprehensive engine guide. **TRAILERABLEonblue** also includes a national boat ramp guide, dealer list, editorial features and complete list of Australian boat manufacturers and distributors.

Size – American Quarto
Distribution – 70,000



Circulations Audit Board
34,288 (31/03/07)

BIGonblue is an annual publication profiling in full glory the wonders of big boats for sale in Australia. From catamarans, sport fishing, sports cruisers, luxury cruisers to inflatable, PWC's and **ENGINESonblue** a comprehensive engine guide. **BIGonblue** also includes a national marina guide, international boat show calendar, extensive dealer list, entertaining editorial and complete list of Australian boat manufacturers and distributors.

Size – American Quarto
Distribution – 30,000



Circulations Audit Board
12,348 (31/03/07)

Common sections to each magazine

Sections profiling engines, inflatable boats and PWC's feature in both **TRAILERABLEonblue** and **BIGonblue**.

BENEFITS

- Huge direct mail campaign to an exceptionally qualified database of power boat owners.
- Industry endorsed magazines.
- Print Run 100,000 – see DISTRIBUTION.
- Participate in a buyer's guide that has NO EQUAL. Precise, concise, well laid out and easy to navigate.
- In the 6th year of publication, the guides are released annually.
- Unique in the marine industry and similar to street directories they are ongoing resources for 12 months.

DISTRIBUTION

Direct mail

TRAILERABLEonblue (trailer boat owners) 50,000
BIGonblue (big boat owners) 10,000

Newsagents nationally

TRAILERABLEonblue 10,000
BIGonblue 10,000

Marine and non-marine retail outlets

TRAILERABLEonblue 5,000
BIGonblue 5,000

Subscription and promotion

TRAILERABLEonblue 5,000
BIGonblue 5,000

TOTAL distribution

TRAILERABLEonblue 70,000
BIGonblue 30,000

DEMOGRAPHIC – classic AB

- Typically professional male.
- Wealthy individuals.
- Those with disposable income to enjoy the good things in life.
- Predominantly 30 years – 65 year old.

CONTENT

- Product listings created in conjunction with and authorised by all manufacturers/importers.
- Boat listings show models in range.
- 2009 International Boat Show Calendar.
- Marina's and Boat Ramps throughout Australia.
- Complete list of boat manufacturers and distributors.

RATES

PRODUCT LISTINGS

TRAILERABLEonblue

1/3 page boat listing

\$800



BIGonblue

Full page boat listing

\$2,200



1/2 page boat listing

\$1,200



DATES TO REMEMBER
Discount Booking Deadline
 21st December 2007
Final Booking & Material Deadline
 28th March 2008
Magazine Distribution
 August 2008

Common Sections

These listings appear in both BIGonblue and TRAILERABLEonblue

1/6 page engine listing

\$750

1/3 page inflatable & PWC listing

\$1,200

FEATURE ADVERTISING

	Full Page	Double Page Spread
TRAILERABLEonblue	\$5,000	\$8,000
BIGonblue	\$7,000	\$12,000

LOADINGS

Right hand page	10%
Guaranteed location (incl. right hand page)	20%
Inside front cover	35%
Inside front cover double page spread	35%
Inside back cover	35%
Outside back cover	50%

COMPANY PROFILE*

A two page profile of your company featured in either TRAILERABLEonblue or BIGonblue \$4,000

*A minimum investment of \$10,000 is required for a company profile.

Prices exclude GST

PAYMENT METHODS

Full Payment

Cheque, EFT or credit card

Monthly Option

Credit card only

Four(4) monthly payments

First payment 1st July 2008

To qualify for monthly payment – minimum \$500 per month

DISCOUNTS

5% Discount for bookings prior to December 21st 2007

5% Discount for full payment received prior to June 30th 2008

Standard terms are 30 days from publication (August 2008)



© XPLORA

SPECIFICATIONS

PRODUCT LISTING

TRAILERABLEonblue

1/3 page boat listing

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

BIGonblue

Full page boat listing

Description 200 words max.
Images Hero pic (110mm H x 210mm H)
Interior pics x 3 (40mm H x 70mm W)
Line drawings

Half page boat listing

Description 140 words max.
Images – Hero pic (55mm H x 100mm W)
Interior pics x 3 (18mm H x 33mm W)
Line drawings

Common section

These listings appear in both
BIGonblue and TRAILERABLEonblue

1/6 page engine listing

Description 140 words max.
Image (50mm H x 30mm W)

1/3 page inflatable & PWC listing

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

FEATURE ADVERTISING

TRAILERABLEonblue and BIGonblue

	Type Area (mm)	Trim Size (mm)	Bleed Size (mm)
Full Page	250 x 195	270 x 215	280 x 225
Double Page	250 x 390	270 x 430	280 x 440

GENERAL REQUIREMENTS

- All colours and spot colours MUST be converted to CMYK
- All images must be CMYK 300dpi resolution at 100%
Maximum ink density of 345%
- All files MUST include fonts or fonts 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
- 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 by CD or Quickcut.

NOTES

- onblue annuals are perfect bound magazines.
- Additional charges may apply to any system and finished
artwork required.
- This information is accurate at time of print.
Variations may apply, please check with MMG.

onblue
SERIES

MMG
MARINE MEDIA GROUP

Marine Media Group Pty Ltd.

ACN 103 992 329

First Floor, 222 St Kilda Road,
St Kilda, Australia, 3182.

Call Toll Free: 1800 1800 59

Phone: 03 9593 6888

Fax: 03 9593 6788

www.marinemedia.com.au

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