

NEW ENGLAND BOATING

COVERING THE WATER FROM CONNECTICUT TO MAINE.

10 HEAVENLY HARBORS

OLD SAYBROOK, CT
PLYMOUTH, MA
BAR HARBOR, ME
WOLFEBORO, NH
+ 6 MORE



INSIDE:
GREAT GEAR & GIFTS



NEW ENGLAND BOATING

MAGAZINE

APRIL: SPRING / SUMMER

SEPTEMBER: FALL / WINTER

The team of award-winning editors, writers and photographers at *New England Boating* delivers vibrant, intelligent destination-oriented content ranging from marinas and fishing spots to dining and lodging recommendations—engaging features that set this publication apart from other magazines and cruising guides currently on the market.

Published twice a year, *New England Boating* is supported by NewEnglandBoating.com, a dynamic, content-rich website focused on boating destinations, boating-related news, videos, boat and product reviews, and much more.

x1

Two-Page Spread	\$6000
Back Cover	\$5000
Full Page	\$3500
Two-Third Page	\$2500
Half Page	\$1800
One-Third Page	\$1500
One-Sixth Page	\$550

AD DIMENSIONS

Two-Page Spread	17.75" x 10.875"
Full Page	8.875" x 10.875"
Two-Third Page	5" x 9.75"
Third Page	5" x 4.75"
Half Page	7.875" x 4.75"
One-Third Page	5" x 4.75"
One-Sixth Page	2.125" x 4.75"

Premium Positions—including inside front cover, inside back cover, back cover and first 10 pages available upon request.

Premium Pages: \$4000

Back Cover: \$5000

Multiple insertions: 20% discount applies

LAYOUT SPECIFICATIONS: InDesign, Photoshop or Illustrator (saved as .tif or .eps and convert all type to paths) Also PDF format with all images and fonts imbedded. 300 dpi. Color must be converted to CMYK.

*Lighthouse Media Solutions will produce a quality ad with one proof for your business at no additional cost to you. If further design work or proofs are required additional fees may apply.



CALL AND RESERVE YOUR SPACE TODAY!

LIGHTHOUSE M
MEDIA SOLUTIONS

Cape Cod Office:

396 Main Street, Suite 15, Hyannis, MA 02601

508.534.9291 508.534.9774 (F)

Rhode Island Office: P.O. Box 568, Portsmouth, RI 02871

401-396-9890 (F)

Boston Office: 857-400-7888

NEW ENGLAND BOATING

COVERING THE WATER FROM CONNECTICUT TO MAINE.

10 HEAVENLY HARBORS

OLD SAYBROOK, CT
PLYMOUTH, MA
BAR HARBOR, ME
WOLFEBORO, NH
+ 6 MORE



INSIDE:



Our Web Presence

New England Boating is supported by NewEnglandBoating.com and NewEnglandFishing.com, two dynamic, content-rich websites focused on boating in New England. Both sites feature articles, photos, videos, charts, news, product reviews and other content that support the magazines and TV shows.

The site has had more than 1 million visitors through 2016, including an average of 90,000 unique monthly visits. The site is yet another way for New England Boating advertisers to reach the region's avid boaters who receive NewEnglandBoating.com's daily emails, RSS feeds, Facebook posts and Tweets. Special advertising/marketing packages comprising banners, videos, reviews and articles on NewEnglandBoating.com and NewEnglandFishing.com can be arranged.

Demographics

- Adults 35-65.
- Male to female 60% / 40%.
- Waterfront homeowners / second homes.
- Household income \$250,000 or greater.
- Affluent boat owners 25' powerboats and larger.

NEW ENGLAND BOATING HDTV

Join co-hosts and avid boaters **Parker Kelley** and **Tom Richardson** as they take to the roads and waters of New England and explore the regions best lake and coastal boating destinations. All summer long, the **New England Boating TV** team travels from Maine to Long Island Sound and everywhere in between to bring you an action-packed show with a little something for everyone.

Part educational, part entertainment and all fun, **New England Boating TV** shows boaters the practical information they need to visit a particular port by water. Parker and Tom team up with local harbor masters and other experts, who show where to launch, get fuel, where to dock, how to navigate the local waters and much more. Other segments within the show include dock-an-dine restaurants, visits to historic sites and other points of interest, a walking tour of the town and its interesting shops.

Whether you're a fisherman, sailor, cruiser, paddler or just love to explore new places, **NEBO TV** has you covered. The show airs on NESN, with past episodes available on newenglandboating.com.

Distribution/Circulation

- *New England Boating* distributes up to 30,000 copies per issue, for a total of up to 60,000 copies annually.
- Distribution area is New England (Rhode Island, including Newport, Metro Boston, Metro West, South Coast, South Shore, the Cape and Islands, Maine, Connecticut, Long Island and Westchester Area).
- Direct Mailing to waterfront enthusiasts and boat owners across New England with incomes of \$250,000+ and homes valued at \$1 million and higher. In Massachusetts, income of \$500,000+ and homes valued at \$1.2 million and higher. (Source: InfoUSA, Omaha, NE)
- Complimentary copies available at all advertiser locations.
- Finer newsstands throughout New England, including Barnes & Noble, CVS, Rite Aid, Newsbreak and Out of Town News.
- Magazine available to order online at NewEnglandBoating.com.
- Boat dealers and manufacturers throughout New England will be provided with complimentary copies of *New England Boating* to offer prospective clients.
- *New England Boating* will offer its advertisers, on request, direct mailing. Let us know who you'd like to receive a copy and we'll take care of the rest (postage paid by advertiser)!

CALL AND RESERVE YOUR SPACE TODAY!



Cape Cod Office:

396 Main Street, Suite 15, Hyannis, MA 02601

508.534.9291 508.534.9774 (F)

Rhode Island Office: P.O. Box 568, Portsmouth, RI 02871

401-396-9890 (F)

Boston Office: 857-400-7888