

MEDIA KIT

2012



For information on fishing the waters of the Pacific, no other publication in the world does as good of a job as BlueWater. Here at the International Game Fish Association we receive angling periodicals from every corner of the globe and BlueWater ranks right at the top for a high quality, fact-based & informative publication where you are guaranteed to learn something with every issue.

- GAMEFISHING ACTION ■ OFFSHORE FISHING BOATS ■ NEWS
- FISHING TACKLE ■ CHARTERS ■ ENGINES ■ SPECIAL PEOPLE
- DESTINATIONS ■ EQUIPMENT ■ TOURNAMENTS ■ HISTORY
- ACCESSORIES ■ TECHNIQUES ■ ELECTRONICS and much more.

ROB KRAMER - PRESIDENT

International
Game Fish
Association (IGFA)



BlueWater

BOATS & SPORTSFISHING

www.bluewatermag.com.au

OVERVIEW



BlueWater Boats & Sportsfishing magazine is Australia's (and arguably the world's) most respected and authoritative offshore gamefishing and boating magazine. BlueWater reaches a niche audience of affluent, highly passionate and dedicated readers who seek the essential cutting-edge wisdom on offshore game fishing, boats and equipment. With stunning photography blended with exciting features

from the world's leaders of the sport, we aim to deliver knowledge and inspiration that will make a real difference to the success and enjoyment of beginners and experts alike. BlueWater delivers an exciting mix of gamefishing news and features, boat tests, tournament reports, new product information, visual inspiration and expert tackle and fishing tips from the very best writers and photographers in the

world. With distribution and sales throughout Australia, New Zealand, USA, Hawaii, the South Pacific and South-East Asia, BlueWater reaches the readers who are most likely to be in the market for anything and everything related to offshore gamefishing and by advertising in BlueWater your business can easily and cost effectively tap into this market.

"Definitely the best fishing mag on the Australian market"

"The magazine is perfect, I'm struggling to think how you could make it more enjoyable"

"I enjoy every issue, the informative articles are great"

"The magazine is perfect, keep up the good work"

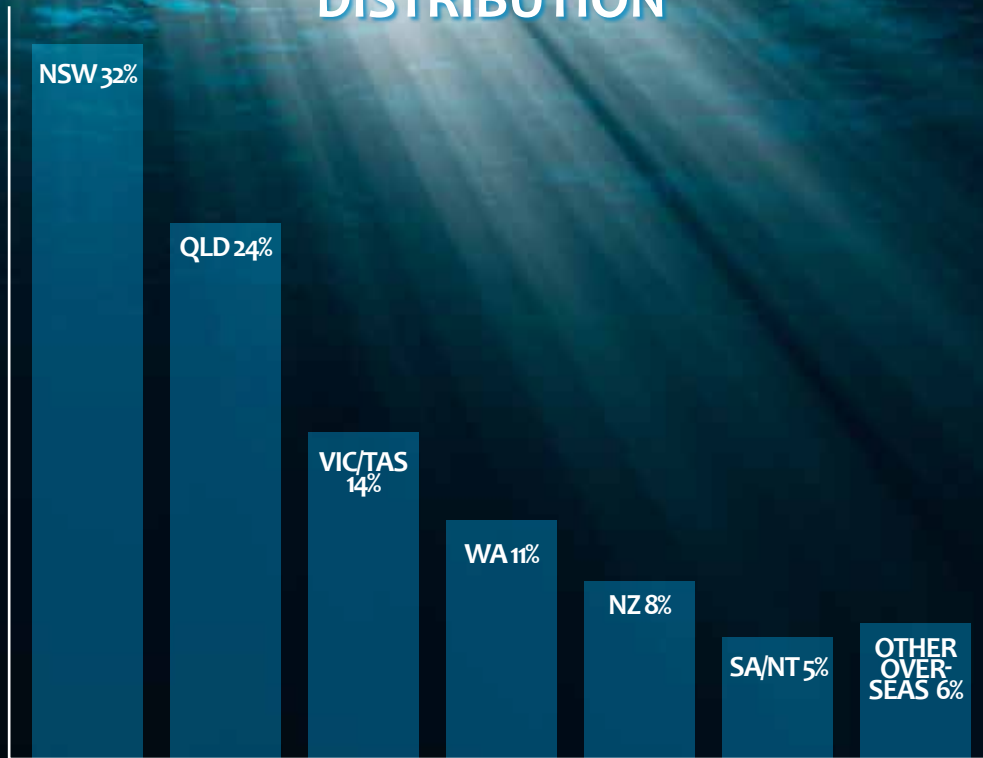
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FACTS & FIGURES

BlueWater magazine is published bi-monthly and has a circulation of 12,000 with 36,000 readers per issue. BlueWater is sold via newsagents, direct subscriptions, at leading bookstores and specialist fishing outlets and is also distributed at major gamefishing tournaments throughout Australia. BlueWater's readers represent the 'top end' of the offshore boating and fishing audience and are passionate, affluent and successful individuals who seek out and demand the best.

DISTRIBUTION



44% of bluewater readers earn in excess of \$100,000 pa, with 24% earning in excess of \$150,000 pa.

OTHER STATISTICS

BOAT OWNERSHIP

83% of readers currently own a boat

38% of readers plan to upgrade their boat within 12 months

FISHING FREQUENCY

56% of readers fish more than 30 days every year

38% of readers fish between 10-30 days each year

PREFERRED FISHING BOAT

63% of readers fish from an outboard powered boat under 8 metres

37% of readers fish from a inboard powered boat over 8 metres

We reach the high wealth segment of the fishing public - those who can afford the best.

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DISPLAY ADVERTISING RATES

"BlueWater Power Yachts has invested in BlueWater magazine ever since we started the company. Faced with introducing Luhrs sportfishing boats, a new brand to the Australasia / Pacific region, we recognized the magazines ability to regularly reach our primary target market. We have tracked much of our response back to the brand advertising and editorial support in BlueWater mag. BlueWater magazine is a valuable contributor to the success of our business. Thanks Tim & Team."

TONY POOLE – BLUEWATER POWER YACHTS / LUHRS SPORTFISHING BOATS



To maximize your exposure to 100% of our readers and showcase your products most effectively, we recommend a display advertising campaign in the main section of BlueWater magazine. By placing your ad amongst our popular editorial sections and features you will receive maximum impact and exposure for your premium products. To ensure best results and maintain reader awareness and sales enquiries we recommend a regular ad presence .

AD SIZE	CASUAL RATE	3 X ADS	6 X ADS
DOUBLE PAGE SPREAD	\$4995	\$4495	\$4195
FULL PAGE	\$2795	\$2495	\$2395
HALF PAGE	\$1695	\$1495	\$1395
QUARTER PAGE	\$995	\$895	\$845

Please contact

*David Gleeson on 0411 215 111 or
david@bluwatermag.com.au
for specific quotes, further details
or to book your ad campaign.*

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- Above rates are for general positioning. Priority positioning is available if required (additional loadings apply)
- Above rates are per insertion and exclude 10% GST (Australian advertisers only)

DISCOUNT DIRECTORY RATES

"I get input on BlueWater all the time! People are really hot on it. It's like the holy grail, and my own feeling is that it is getting better and better. The people who like it are the serious anglers, guys I meet that really know their stuff .

JON SCHWARTZ – BLUEWATER JON PRODUCTIONS
(Respected American fishing writer and photographer)



BlueWater Boats & Sportsfishing magazine has a popular Directory section at the rear of the magazine which includes specifically targeted advertising sections where you can promote your products or services to the relevant audience. Whether you want to promote new or used boats, travel or destination packages, boat accessories, charters, fishing tackle or accessories, tournaments, new products or anything else boating or gamefishing related, BlueWater has a directory section tailored for you.

This section offers significantly discounted advertising rates however a minimum booking period of 3 issues does apply.

DISCOUNTED RATES (MINIMUM 3 ISSUE BOOKING APPLIES)

FULL PAGE \$1395

HALF PAGE \$795

QUARTER PAGE \$495

EIGHTH PAGE \$295

CHARTER LISTING - \$175 PER ANNUM (2 LINES). \$275 PER ANNUM (3 LINES)

• Above rates are per insertion and exclude 10% GST (Australian advertisers only)

Please contact [David Gleeson](mailto:david@bluewatermag.com.au) on 0411 215 111 or david@bluewatermag.com.au for specific quotes, further details or to book your ad campaign.

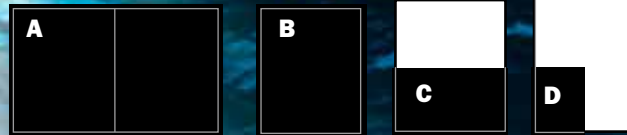
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AD SPECIFICATIONS & DEADLINES

MAIN SECTION

	(Width X Height)
A DOUBLE PAGE SPREAD	460 x 300 mm
B FULL PAGE	230 x 300 mm
C HALF PAGE HORIZONTAL	230 x 148 mm
D QUARTER PAGE VERTICAL	113 X 148 mm



(all main section ads MUST include 5mm bleed on all 4 sides)
This allows for left or right hand placement

DIRECTORY SECTION

	(Width X Height)
A FULL PAGE	200 x 263mm
B HALF PAGE HORIZONTAL	200 x 129 mm
C QUARTER PAGE VERTICAL	98 X 129 mm
D EIGHTH PAGE HORIZONTAL	98 x 62 mm



No bleed required as they are sub-set on the Page

ISSUE #	MONTHS	BOOKING DEADLINE	ART DEADLINE	ON SALE FROM
91	MAY / JUNE 2012	23/03/2012	30/03/2012	02/05/2012
92	JULY / AUG 2012	21/05/2012	29/05/2012	27/06/2012
93	SEPT / OCT 2012	20/07/2012	27/07/2012	29/08/2012
94	NOV / DEC 2012	17/09/2012	25/09/2012	24/10/2012
95	JAN / FEB 2013	12/11/2012	20/11/2012	19/12/2012
96	MAR / APR 2013	11/01/2013	18/01/2013	13/02/2013

ADVERTISEMENTS WITHIN MAIN SECTION

All important text and logos with advertisements must be at least 7mm from the edge of the trimmed page dimensions to avoid being trimmed off at the binding stage.

* All advertisements within the main section, including part pages, must have an additional 5mm bleed added to all sides. (This totals an extra 10mm to the width & height measurements).

SUPPLIED MATERIAL

All advertisements must be supplied as high resolution CMYK Adobe Acrobat PDFs. You can send artwork to BlueWater via Quickcut, Websend, Email, FTP or by mail on CD/DVD.

COLOUR AND RESOLUTION

All PDFs must be in CMYK mode (no RGB or spot colours). All images must have a resolution of 300dpi/ppi at print size.

PROOFS

We cannot guarantee colour reproduction unless a 3DAP colour proof is supplied.

ALL GENERAL OFFICE OR EDITORIAL ENQUIRIES

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FTP Contact admin at the above email for FTP login details.

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