

Boatguide

CANADA



Since 1983 *Boatguide* has provided Canadian boaters with the most-trusted buyer's guide to new powerboats available anywhere. Its concise, detailed product specifications provide complete information on hundreds of new fishing boats, pontoons, personal watercraft, ski boats, towboats and cruisers—with Canadian pricing. In-depth boat reviews and special editorial features complement the buyer's guide to make *Boatguide* a year-round reference boaters read from cover to cover.



Boatguide's summer issue serves up a full slate of in-depth boat reviews, gear guides and destination features that readers use to make the most of their time on the water.

REGULAR EDITORIAL FEATURES

BOAT REVIEWS *Boatguide's* test team takes to the water and reports on new models—cruisers, ski boats, bass boats, family runabouts and personal watercraft.

TOURING *Boatguide* explores the waterways of Canada and beyond, searching for new and exciting destinations and revisiting old favourites.

LIFESTYLE Boaters share their experience of life on the water.

MARINE POWER Our Summer issue includes our annual review of what's new in marine power, helping readers put the ever-changing propulsion picture into perspective.

BUYER'S GUIDE *Boatguide's* annual Buyer's Guide contains comprehensive listings of more than 300 new powerboats, with photographs, full specifications, features, options and suggested retail prices in Canadian dollars.

DISTRIBUTION & CIRCULATION

BUYER'S GUIDE *Boatguide's* BUYER'S GUIDE, Canada's foremost national powerboat directory, sells on newsstands nationwide and at the Toronto, Vancouver, Ottawa, Halifax, London and Edmonton boat shows. *Boatguide* is also distributed through our partner BOATsmart! Canada across the country.

TOTAL NATIONAL CIRCULATION: 50,000 COPIES.
ADVERTISING DEADLINE: NOV. 14, 2008.

SUMMER Published in June, Summer *Boatguide* sells on newsstands nationwide and is distributed in Ontario at the Port Credit and Toronto In-Water boat shows. Summer *Boatguide* also partners with BOATsmart! Canada and the Water Wise/Royal Lifesaving Society in British Columbia.

TOTAL NATIONAL CIRCULATION: 50,000 COPIES.
ADVERTISING DEADLINE: APRIL 17, 2009.



INSERTS Information available upon request.

MECHANICAL REQUIREMENTS Advertising material is to be supplied by the advertiser. If material is not supplied complete or requires conversion to the standard sizes outlined below, full production services are available at additional cost.

PREFERRED FILE FORMAT: High resolution PDF.

ACCEPTABLE FILE FORMAT (MAC): InDesign, QuarkXPress, Photoshop or Illustrator. Include all images, MAC fonts and colour proof.

RESOLUTION AND FORMATS:
300 dpi; CMYK; INDD, QXD, TIFF or EPS.

TRANSPORT MEDIA CD, DVD, OR FTP.

EMAIL production@formulamediagroup.com

FTP SITE HOST: ftp.metroland.com
USER ID: adbank
PASSWORD: csl (that's "l" as in "light")
DIRECTORY: FMG/Boatguide

ISSUANCE & CLOSING DATES

BUYER'S GUIDE ISSUE

- ISSUANCE DATE: JAN. 2009
- ADVERTISING CLOSING DATE: NOV. 14, 2008
- AD MATERIAL: NOV. 21, 2008

SUMMER ISSUE

- ISSUANCE DATE: JUNE 2009
- ADVERTISING CLOSING DATE: APR. 17, 2009
- AD MATERIAL: MAY 1, 2009



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NATIONAL RATE

DOUBLE PAGE SPREAD	\$13,195
JUNIOR DPS	\$7,640
PAGE	\$6,945
2/3 PAGE	\$5,850
1/2 ISLAND	\$5,210
1/2 PAGE	\$4,630
1/3 PAGE	\$3,765
1/4 PAGE	\$3,300
INSIDE FRONT COVER	\$8,800
INSIDE BACK COVER	\$8,800
OUTSIDE BACK COVER	\$9,375

GST WILL BE ADDED WHERE APPLICABLE

DEALER RATE

DOUBLE PAGE SPREAD	\$6,945
JUNIOR DPS	\$4,055
PAGE	\$3,675
2/3 PAGE	\$3,215
1/2 ISLAND	\$2,925
1/2 PAGE	\$2,660
1/3 PAGE	\$2,285
1/4 PAGE	\$2,085

GST WILL BE ADDED WHERE APPLICABLE

ADVERTISING SIZES

	WIDTH	HEIGHT
FULL PAGE (trim size)	8 3/8"	10 3/4"
FULL PAGE (bleed size)	8 7/8"	11 1/4"
FULL PAGE (live image area)	7 5/8"	10 1/4"
DPS (trim size)	16 3/4"	10 3/4"
DPS (bleed size)	17 1/4"	11 1/4"
2/3 VERTICAL	4 3/4"	9 3/4"
1/2 ISLAND	3 1/2"	7 3/8"
1/2 HORIZONTAL	7 5/8"	4 3/4"
1/2 VERTICAL	3 1/2"	9 3/4"
1/3 VERTICAL	2 3/10"	9 3/4"
1/4 VERTICAL	3 1/2"	4 3/4"

BINDING: Perfect bound

PRINTING: Web offset, computer-to-plate, on coated stock, 4-colour process.