

SAIL BUYER'S GUIDE

COMPLETE GUIDE TO SAILBOATS AND GEAR

2012 RATE CARD

sailmagazine.com/sail-buyers-guide



DISPLAY ADVERTISING RATES

| B/W | 1x | 3x | 6x | 12x | Earned Showcase Ads |
|----------|---------|---------|---------|---------|---------------------|
| 1 Page | \$5,720 | \$5,550 | \$5,430 | \$5,145 | 8 |
| 1/2 Page | \$3,430 | \$3,325 | \$3,260 | \$3,085 | 4 |
| 1/4 Page | \$1,890 | \$1,820 | \$1,790 | \$1,700 | 2 |
| 1/8 Page | \$1,005 | \$980 | \$955 | \$905 | 1 |

| 4-Color | 1x | 3x | 6x | 12x | Earned Showcase Ads |
|----------|---------|---------|---------|---------|---------------------|
| 1 Page | \$8,580 | \$8,325 | \$8,155 | \$7,720 | 8 |
| 1/2 Page | \$5,375 | \$5,210 | \$5,105 | \$4,840 | 4 |
| 1/4 Page | \$3,835 | \$3,720 | \$3,645 | \$3,455 | 2 |
| 1/8 Page | \$2,945 | \$2,845 | \$2,795 | \$2,640 | 1 |

Frequency discounts earned by combining ad insertions in the *SAIL Buyer's Guide* & *SAIL*.



FIXED FORMAT ADVERTISING RATES FOR BOAT MANUFACTURERS

Boat manufacturers create their own presentation with a full page minimum space using full-, 1/2, 1/4 and 1/8 page units. Each presentation must include a minimum quarter-page Company Profile Ad and total space must be in full page multiples. Total charges are incurred in full-page increments. Rate includes print and online presence, including search priority and your "brand page" featuring all boats with multimedia.

Dinghies & Inflatables

This special section for dinghies and inflatables is comprised of 1/3 page ads. For this section there are no Company Profile Ads.

Fixed Format Ad Rates

Full Page: \$2,370 (Net)

Dinghy/Inflatable: \$965 (Net)

LEOPARD CATAMARANS

Evolving from over 40 years of customer feedback, we pooled our expertise with builder Robertson and Caine and the world's best architects to design the Leopard line of blue water cruising catamarans. We're proud to say that Leopard Catamarans is the #1 selling catamaran in North America boasting over 800 Leopard cats delivered to date and covering more than eight million miles and the world's largest oceans.

The award-winning Leopard Catamarans are available with 3 or 4-cabin layouts. They combine a high standard of construction with innovative features, upgraded equipment as standard, impressive performance, and comfortable interiors; offering excellent value for money. Below deck are dedicated owner suites with luxurious master staterooms, office or lounge areas and large heads/showers. Spacious saloons with panoramic views and fully equipped galleys offer ambient living areas, with walk-through access to large cockpits and air bathing platforms. Power catamarans also available.

LEOPARD CATAMARANS
39 44 46 47c

www.leopardcatamarans.com • 877-795-4395

NEW 2011

Leopard 39

Building on the success of the multiple award winning Leopard 38 (2010 SAIL Best Boat), Leopard Catamarans is proud to announce the new Leopard 39. With the hulls and deck coming out of the same molds as the Leopard 38, the major modifications on the Leopard 39 are a new continuous hardtop as well as a raised helm station covered by a hard bimini. A design feature first found on the popular Leopard 46. These new modifications represent an aesthetic and functionality change distinctive enough that the new Leopard 39 was created. With a proven track record of off-shore capability, ease of handling and great performance, the Leopard 39 is, and will continue to be, the benchmark of excellence for the modern cruising catamaran.

LOA: 37'0" LRL: 36" Beam: 19'9" Draft: 3'5"
Sail area: 992 sq ft Fuel: 52 gal Water: 206 gal Auxiliary: 21 hp

NEW 2011

Leopard 44

The revolutionary new Leopard 44 embodies everything that makes Leopard Catamarans the #1 selling cat in North America. Her unique balance of comfort, space and sailing performance combined

SHOWCASE ADVERTISING RATES FOR GEAR & EQUIPMENT MANUFACTURERS

Showcase Ads are available in the Gear & Services section. Stand out from your competitors by advertising near your free listing(s). Rate includes print and online placement at sailmagazine.com/sail-buyers-guide, including your "brand page" featuring all company products and search priority.

Supply high resolution company logo, color photo, 35 words of copy including brand name, product name, and brief description of product, plus company name, address, phone, fax, email and web address. Showcase Ads for Sailmakers use a logo in place of photo.

Without Display Ad: \$505 (Net) / With Display Ad: \$280 (Net)

ANCHOR WINDLASSES & CONTROLS

Maxwell America (Vetus)—Vertical & horizontal, electric & hydraulic windlasses, rope & rope/chain windlasses; 443-459-4082; sales.america@maxwellmarine.com; www.maxwellmarine.com

Muir/Intra—Horizontal, vertical, electric, hydraulic & manual rope/chain; foot switches; "Auto Anchor" rodecounters & remote controls; 508-995-7000; info@intra.com; www.intra.com

Muir windlasses have a complete range of electric, hydraulic and manual recreational windlasses (with customizing accessories) to fit yachts 16-100'. Muir is known for trouble-free and dependable service.

INTRA CORPORATION
30 Samuel Barnes Blvd
New Bedford, MA 02745
1 508 995 7000 / 508 998 5359
www.intra.com
info@intra.com

Perwinch/Carefree—Electric rope reel stowable & rope/chain horizontal; 800-243-3097; www.carefree.com

Quick U.S.A.—Vertical & horizontal rope/chain & fixed electric windlasses; 410-768-5991; quick@quickusa.com; www.quickusa.com

R.C. Plath/ABBA Industries—Manual & Electric; 503-668-5757; info@rcplathco.com; www.rcplathco.com

Perko—Bronze & plastic chain & sales@perko.com; www.perko.com

Sea-Dog Line—SS & chromed br 425-259-0194; sales@sea-dog.com

Spartan Marine (Robinhood)—5 types; 207-371-2542; info@spartanmarine.com; www.spartanmarine.com

White Water Marine Hardware—Brass, chromed brass & SS; 727-5 whitewatermh@verizon.net; www.whitewatermh.com

Roll & Hull Slap DAI

Jason Sailmakers/North Sails—padded fabric stern overhang bus

Davis Instruments—"Rocker Stc" plastic nesting dampers; 510-732-1 info@davisnet.com; www.davisnet.com

Magna Products—"Rock 'n' Roll" stabilizer; "Rock 'n' Roll" 37" teles; 562-627-0500; www.magnaprod.com

Seakeeper—Gyro stabilization system; www.seakeeper.com

BOAT HOOKS & HAND-MOORING AIDS

Beckson Marine—"Hook-Mate" 203-333-1412; sales@beckson.com

Davis Instruments—"Team" fixed telescoping boat hooks; 510-732-1 info@davisnet.com; www.davisnet.com

Garelick Mfg.—"Ez-In" aluminum & fixed-length boat hooks; 651-45



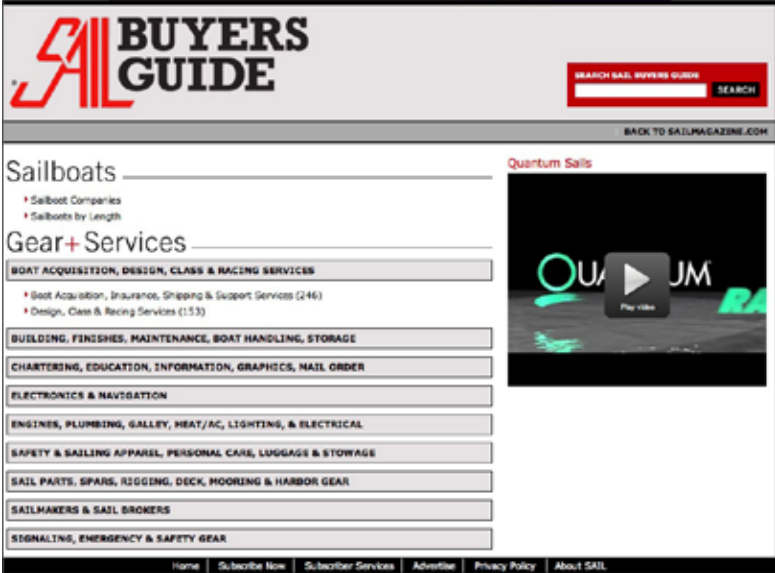
SAIL BUYER'S GUIDE ONLINE: AVAILABLE TO ALL ADVERTISERS (REDESIGN FOR 2012)

With *SAIL Buyer's Guide's* comprehensive and searchable online database, buyers can browse the same listings as our print version. Search results feature advertisers prominently, including product detail and images on the manufacturer's "brand page," plus a direct link to their site.

Video For an additional \$510, fixed format and showcase advertisers can upgrade their online presence with advertiser-supplied video (one video for boat/product advertised). Video will appear on your brand page and/or appropriate gear category page.

Find a Dealer Function available to boat manufacturers. Help sailboat buyers find your dealers by listing your dealer network by region.

sailmagazine.com/sail-buyers-guide



Newsletter New in 2012 is a monthly *SAIL Buyer's Guide* newsletter. Each enews will reach 80,000+ buyers via email and contain two primary features: a "Featured Boat" and "Gear Category Spotlight", with a category sponsor. The

Featured Boat includes all images, specs, and details of that boat and also leads users to other boats on the builder's brand page at sailmagazine.com/sail-buyers-guide. The Gear Category Sponsor receives exclusive ad exposure near the targeted content and drives users to learn more about their products. Other enews features enable users to search the *Buyer's Guide* database.

Monthly Enews Rates
 Featured Boat \$750
 Gear Category Sponsor \$1,050



SPECIFICATIONS/MATERIALS/DISTRIBUTION

Digital Ad Specifications

All fonts and high resolution graphics (photos, logos, etc.) used in the ad must be included. Photos should be (300 dpi).

Delivery of Materials

Send materials to *SAIL Buyer's Guide*, 98 N. Washington Street, Ste 107, Boston, MA 02114 or email cmadrid@sailmagazine.com. Please supply press-ready PDFs. For files over 5MB, upload to our ftp address at ftpeast.sourceinterlink.com; **login: sail; password: sail-ftp**. For Display Ads, submit color guidance with electronic files.

Distribution: 50,000

Newstands/Marine Retail Outlets/Direct Mail: 45,000 / Annapolis Boat Show: 5,000
 Online: 180,000 / 15,000 unique users per month at sailmagazine.com/sail-buyers-guide

AD/MATERIALS CLOSE*

| | AD CLOSE | MATERIALS |
|------------------|-----------|-----------|
| SHOWCASE ADS | 9/2/2011 | 9/9/2011 |
| FIXED FORMAT ADS | 9/2/2011 | 9/9/2011 |
| DISPLAY ADS | 9/23/2011 | 9/30/2011 |
| ON SALE DATE | 1/31/2012 | |

*NEW THIS YEAR: Signed I.O.'s received by 9/2 for ad commitments to any of the above are entitled to a 2% discount on their ad rate.

SALES REPRESENTATIVES

Andy Howe: Northeast, Upper Midwest & E. Canada, ahowe@sailmagazine.com

Amy Guilfoyle: Mid-Atlantic, Central Midwest, West Coast & W. Canada, aguilfoyle@sailmagazine.com

Cynthia Wummer: Southeast & Caribbean, cwummer@sailmagazine.com

Elena Patriarca: Europe, pmy.europe@tin.it

Andrea Ethier: aethier@sailmagazine.com