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DISPLAY RATES: FULL PAGE: \$3,500 HALF PAGE: \$2,100 BOATBUILDER BRAND RATE: FULL PAGE: \$2,400

Buy a full page Display ad and earn a FREE Boatbuilder Brand page

SAIL's New Boats & Gear is the only publication of its kind. A boat show in print, *New Boats & Gear* is dominated by a complete set of original sailboat reviews covering the markets newest sailboats, test sailed by *SAIL*'s editors.

The 2018 *New Boats & Gear* will contain reviews of around 30 new sailboats, many of which will be new to the market this fall. 20,000 print copies will be distributed to key newsstands. For many sailors, this is their first chance to see these boats.

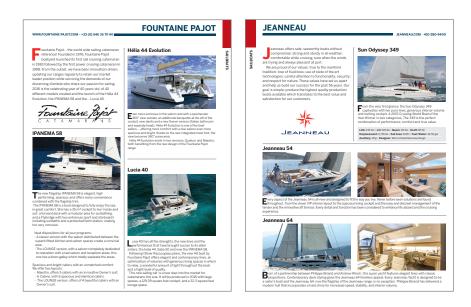
Not everyone gets to the fall boat shows, so we bring the show to them in November with *New Boats & Gear*. Boatbuilders can buy full and half page display ads or can have us build them a Boatbuilder Brand page.

BOATBUILDER BRAND PAGES

SAIL will build boat manufacturers brand pages using supplied materials as specified on the *New Boats & Gear* spec sheet. Ad presentations must include full page minimum space and require a **minimum quarter page company profile** on the opening page only.

Each full page presentation will be created in fixed-format full, half, quarter, or eighth page units (per boat). The total ad space must be in full page multiples.

Boat models with an editorial review will also receive a special call out to page number.



CONTACT YOUR SAIL REPRESENTATIVE ABOUT THE MANY OPTIONS AND FEATURES AVAILABLE.

PUBLISHER NORTHEAST, MIDWEST, GULF STATES MID-ATLANTIC & WEST FLORIDA & CARIBBEAN EUROPE

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AD CLOSE & MATERIALS DEADLINE OCTOBER 13, 2017 ON NEWSSTANDS NOVEMBER 28, 2017 - FEBRUARY 28, 2018



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DISPLAY RATES: FULL PAGE: \$3,500 / HALF PAGE: \$2,100 THIRD PAGE: \$1,750 SHOWCASE AD RATES: \$500

Buy 6 Showcase ads and earn 1 **FREE** 1/2 page Display ad Buy 12 showcase ads and earn a Full page Display ad

SAIL's New Boats & Gear is the only publication of its kind. A boat show in print, *New Boats & Gear* is the definitive guide to all things sail. *New Boats & Gear* provides the only comprehensive listing of gear and services in the industry, plus all the latest boats reviewed by the editors of *SAIL*. In addition, all gear and services information is available online in our searchable e-directory. The annual print magazine will distribute 20,000 copies to key newsstands. Gear & Services advertisers can buy display ads or run showcase ads adjacent to their listings.

GEAR & SERVICES SECTION

These listings consist of hundreds of marine-industry companies organized by category where advertisers can run showcase ads featuring their products and/or services. Whether it's an oil filter, sails, foulies, new cushions or a VHF readers are looking to buy, they'll find it easy to locate in this section.

SHOWCASE ADS

Advertisers can highlight products or services in the Gear & Services section with a showcase ad. Showcase ads feature 25-30 words of copy, company

logo, high-resolution product image and company contact information. Showcase ads rotate through a fixed ad position on the *SAIL* website providing additional exposure throughout the year.

DIGITAL

SAIL's New Boats & Gear **e-directory** platform offers consumers a complete resource to gear and boats. Gear is searchable, and all advertisers who buy a showcase ad will be able to enhance their listing at no additional cost. 



ELECTRONICS & NAVIGATION

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