



SAIL NEW BOATS & GEAR 2018

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

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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.

FOUNTAIN PAJOT
WWW.FOUNTAINPAJOT.COM • +33 (0) 546 35 70 40

Hélie 44 Evolution

Fountain Pajot... the world wide sailing catamaran reference. Founded in 1976, Fountain Pajot boathand launched its first sail cruising catamaran in 1982 followed by the first power cruising catamaran in 1998. From the outset, we have been innovation driven, updating our ranges regularly to retain our market leader position while servicing the demands of our discerning clientele who share our passion for sailing. 2018 is the celebrating year of 40 years out of 40 different models created and the launch of the Hélie 44 Evolution, the PANEMA 58 and the... Lucia 40.

PANEMA 58

The new Flagship PANEMA 58 is elegant, high performing, spacious and offers every convenience combined with the Flagship 58s.

Lucia 40

Lucia 40 has all the strengths, the new lines and the performance that have brought success to its sister vessels, the Hélie 44, Sola 50 and now the PANEMA 58. Following Olivier Racineau's plans, the new 40 boat by Fountain Pajot offers elegant and contemporary lines, an optimization of volumes with generous living spaces in which to relax, a wonderful amount of light throughout the boat and a high level of quality.

JEANNEAU

JEANNEAU
JEANNEAU.COM • 410-280-9400

Sun Odyssey 349

From the very first glance, the Sun Odyssey 349 captivates with her pure lines, generous interior volume and sailing cockpit. A 3000 Cruising World Boat of the Year Winner in two categories, the 349 is the perfect combination of performance, comfort and true value.

JEANNEAU 54

Every aspect of the Jeanneau 54 is all new and designed to fit the way you live. Never before seen solutions are found throughout, from the clever V-P interior panel to the spacious living cockpit and the easy and efficient management of the tender and the innovative aft terrace. Every detail and function has been considered to enhance life aboard and the cruising experience.

JEANNEAU 64

From a partnership between Philippe Briand and Andrew Birch, this super yacht features elegant lines with classic proportions. Contemporary deck styling gives the Jeanneau 64 timeless appeal. Every Jeanneau yacht is designed to be a color's boat and the Jeanneau 64, now the flagship of the Jeanneau range, is no exception. Philippe Briand has delivered a modern hull that incorporates a hard chine for increased speed, stability, and interior volume.

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



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MID-ATLANTIC & WEST

FLORIDA & CARIBBEAN

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

SAIL NEW BOATS & GEAR 2017

THE SAILOR'S ESSENTIAL RESOURCE GUIDE

30 BOAT REVIEWS

FROM DINGHIES TO LUXURY CRUISERS

61 PAGES OF ESSENTIAL GEAR

SAFETY • ELECTRONICS • DECK HARDWARE • SYSTEMS • ENGINES • PAINT & VARNISH • SAILMAKERS • GALLEY GEAR • APPAREL

SAIL NEW BOATS & GEAR 2018

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.



Schaefer Jib Furlers
Schaefer is known worldwide for premium quality jib furling systems that will stand the test of time. All of our systems feature Torlon® ball bearings assuring smooth operation so you can keep rolling along in the most demanding conditions.

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ELECTRONICS & NAVIGATION

SAILING INSTRUMENTS & AUTOPILOTS
Edson International—(813) 997-5200; edson.com
Kendrick—(712) 821-8078; kendrick.com
Robert C. White Instruments, Inc.—(802) 952-3243; robertwhite.com

ELECTRONIC WIND INSTRUMENTS
B&G (Navico)—(409) 324-2042; banded.com
Furuno Electronics—(409) 324-2042; furuno.com
Maretron—(409) 324-2042; maretron.com
Maxim—(508) 995-2200; maxim-inc.com
Oakman Instruments—oakman.com
SR Instruments—(708) 493-5977; srmarine.com
Techna (Electronic)—techna.com

MECHANICAL WIND INSTRUMENTS & INDICATORS
Woods—(408) 686-0950

HANDHELD WIND & WEATHER INSTRUMENTS
BlueSea—(714) 955-6554; bluesea.com
Dwyer Instruments—(219) 879-8000; dwyer.com
Kendrick Marine—kendrickmarine.com
Maxim—(508) 995-2200; maxim-inc.com
Nelson Kellerman—(415) 447-1855; nelson.com
Robert C. White Instruments, Inc.—(802) 952-3243; robertwhite.com
Sun Company—(800) 444-6332; suncompany.net
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WestMarine@WestMarine.com
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ELECTRONIC SPEEDOMETERS & LOGS
Airmar Technology—(409) 479-9570; airmar.com
B&G (Navico)—(409) 324-2042; banded.com
Oakman Instruments—oakman.com
Techna (Electronic)—(888) 441-8881; techna.com
Vaisala—(800) 653-3520; vaicelink.com

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Edson International—(813) 997-5200; edson.com
Kendrick—(712) 821-8078; kendrick.com
Robert C. White Instruments, Inc.—(802) 952-3243; robertwhite.com

DEPTH SOUNDERS
Airmar Technology—(409) 479-9570; airmar.com
Humminbird—(800) 433-4466; humminbird.com
Lawrance Electronics (Navico)—(409) 479-9570; lawrance.com
B&G (Navico)—(409) 324-2042; banded.com
Maretron—(409) 324-2042; maretron.com
Raymarine—(409) 324-2042; raymarine.com
SR Instruments—(708) 493-5977; srmarine.com
West Marine—(833) 728-2702; westmarine.com

Sea Center Corp.—Seacenter.com
SignalMarine—(303) 320-4349; signalmarine.com
Simrad (Navico)—(800) 428-4480; simrad.com
SR Instruments—(708) 493-5977; srmarine.com
Techna (Electronic)—techna.com
Vexler—(800) 884-5276; vexler.com

FORWARD LOOKING & SIDE SCANNING SONAR
Echo Pad—(414) 799-8847; echopad.com
Interphase Technologies—(813) 477-4944; interphase-tech.com

ELECTRONIC THERMOMETERS
Airmar Technology—airmar.com
Lawrance Electronics (Navico)—(409) 479-9570; lawrance.com
Maxim—(508) 995-2200; maxim-inc.com

ELECTRONIC COMPASSES
Bainbridge International/Type
Cordage/Plastimo—(800) 273-9053; bainbridge.com

PLASTIMO
Plastimo Compasses are the flagship range and are now available in more than 100 countries and mounting systems for sail, power and kayak.

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Canton, MA 01921
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info@bainbridgeinternational.com
www.bainbridgeinternational.com

Faris Marine Instruments—(800) 473-2742; faris-instruments.com

Garcia International—(813) 997-5200; garcia.com
JRC Japan Radio Company—(206) 454-5644; jrc-usa.com
Nexus Marine/Ocean Equipment—(603) 886-8770; nexusmarine.com
Si-Tra Marine Electronics—(512) 996-2890; si-tra.com
Simrad (Navico)—(800) 428-4480; simrad.com
MULTI-SENSOR SINGLE DISPLAY INSTRUMENTS
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Raymarine—(409) 324-2042; raymarine.com
SR Instruments—(708) 493-5977; srmarine.com
Vexler—(800) 884-5276; vexler.com

INTEGRATED INSTRUMENTATION SYSTEMS
Furuno USA—(800) 434-9300; furuno.com

FURUNO
F170 Instrument—The F170 features a easy to operate graphical user interface. Allows you to customize almost every display, promptly allowing you to choose the information you want to be displayed in the way you want to see it.

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www.furuno-usa.com

Oakman Instruments—(203) 877-7453; oakman.com
SignalMarine—(303) 320-4349; signalmarine.com

LARGE FORMAT DISPLAYS & DISPLAY ARRAYS
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Oakman Instruments—(203) 877-7453; oakman.com
Techna (Electronic)—(888) 441-8881; techna.com

UNDERDECK DRIVE AUTOPILOT SYSTEMS
Comex Marine—(404) 207-5600; comexmarine.com
Cousins Marine Hybrids—(734) 383-4968; cousinsmarine.com
Edson International—(813) 997-5200; edson.com

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



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