

NEW BOATS & GEAR 2019

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 2019 *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. Boatbuilders can buy full and half page display ads or can have us build them a Boatbuilder Brand page.

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

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.

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