# A L NEW BOATS & GEAR 2023

AD CLOSE & MATERIALS DEADLINE: August 2 • ON NEWSSTANDS: September 13 Materials can be emailed to sailads@aimmedia.com

SAIL's **New Boats & Gear** is the only publication of its kind. A boat show in print, it provides the only comprehensive listing of gear and services in the industry.

### **GEAR & SERVICES SECTION**

Listings of marine-industry companies are organized by category. Advertisers can run showcase ads in these sections featuring their products and/or services.

#### DIGITAL

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

### SHOWCASE ADS

Advertisers can feature their products or services in the Gear & Services section with a showcase ad. Buy 6 showcase ads and earn a free 1/2 page display ad; buy 12 and earn a free Full page display ad.

#### **SPECIFICATIONS**

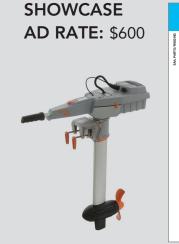
Provde 25-30 words of copy about your product/service, plus a high-resolution product image & company logo, and company contact information.

## **DISPLAY RATES:**

Full Page: \$3,745 Half Page: \$2,250 Third Page: \$1,875









# CONTACT YOUR SALES REPRESENTATIVE TO ADVERTISE.

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## **BOATBUILDER BRAND PAGES**

*SAIL* will build boat manufacturers brand pages using supplied materials. Ad presentations must include a full page minimum space and require a minimum quarter page company profile on the opening page only.

Each full page presentation is created in fixed-format full, half, quarter, or eighth page units (per boat). Total ad space must be in full page multiples. Boats with an editorial review will also receive a special call out to page number. Boat manufacturers can also buy full and half page display ads\*.

**BOATBUILDER BRAND FULL PAGE:** \$2,570 **DISPLAY RATES<sup>\*</sup>:** Full Page: \$3,745 Half Page: \$2,250

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