

**BUILDING
YOUR BRAND**

**BUILDING
YOUR BUSINESS**

**BUILDING
YOUR**

**WHAT WILL
WORKBOAT
BUILD FOR YOU?**



2010 MEDIA KIT

WORKBOAT

WWW.WORKBOAT.COM

Produced by:
diversified
BUSINESS COMMUNICATIONS

BUILDING YOUR BUSINESS

IN THE WORLD WE LIVE IN, developing and maintaining high visibility in the commercial marine industry is crucial for growth. Studies show that advertising increases customer awareness, produces customer loyalty and builds a long-term competitive advantage. Stay top of mind



with existing customers while attracting new ones by advertising in *WorkBoat*, the only industry publication dedicated exclusively to the U.S. workboat market.

Known for its original reporting and quality editorial coverage, *WorkBoat* has become the leading source of market information for operators

and boatbuilders in the U.S. With over 25,000* subscribers, including the deepest penetration into the Gulf and more vessel operators than any other publication, there is no better way to build your brand and your business than by advertising in *WorkBoat*.

*WorkBoat BPA Statement June 2009

BUILDING YOUR SALES



Only *WorkBoat* provides readers the opportunity to see the same high quality information, products and services covered on the pages

of the magazine every month in a hands-on, face-to-face environment through The International WorkBoat Show. This unique collaboration brings your advertising to life, in front of the highest qualified industry buyers. Full market coverage, from in print to in person, no one does it better than *WorkBoat*.



BUILDING YOUR MARKET REACH

WorkBoat delivers expert coverage of the industry sectors that matter most to you and your business, including inland and coastal waters, offshore service, passenger vessels, maritime security and shipyards. The following vessel types and the architects, suppliers and yards who design, outfit and build them, are covered monthly in the pages of *WorkBoat*:

- Offshore service vessels
- Crewboats
- Supply boats
- Coastal and harbor tugs
- Towboats
- Pushboats
- Barges
- Military boats
- Patrol boats
- Police boats
- Fireboats
- Research and education vessels
- Passenger and vehicle ferries
- Excursion and dinner boats
- Diving and salvage vessels



WorkBoat magazine is audited by third party so you can be assured that each copy is going where we say it is.

A copy of the current audit statement is also available on www.workboat.com

BUILDING YOUR CUSTOMER LIST

WORKBOAT READERS*:

◆ **Are dedicated readers** - **30%** have been reading the magazine for **10-20 years**

◆ **Depend on the magazine** for important information - **92.5%** read every issue

◆ **Are a powerful buying force**, representing **\$8.3 BILLION** in purchasing power annually

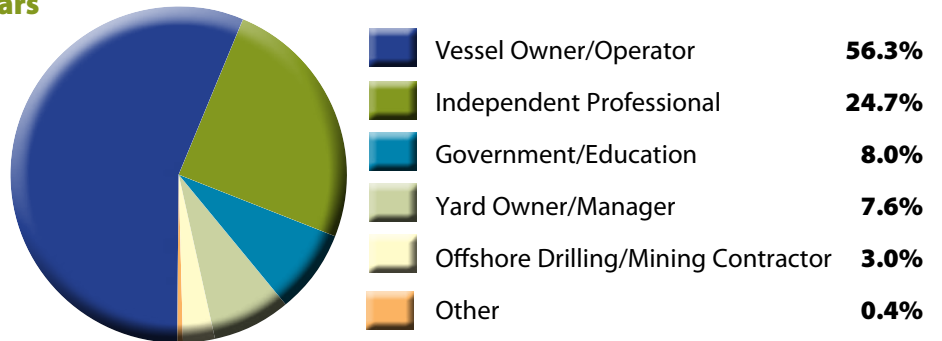
◆ **Actively use the magazine** in buying decisions - **94.8%** have taken an action as a result of reading an advertisement in *WorkBoat*

◆ **Pass their issue** of the magazine on to an average of **FIVE** other people, increasing the chances your ad will be seen

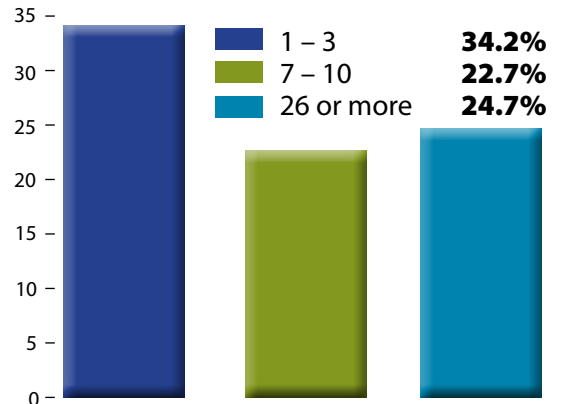
◆ **Value the magazine** as a business resource - **73%** keep their copies for future reference

*WorkBoat Reader Survey, Publisher's Own Data

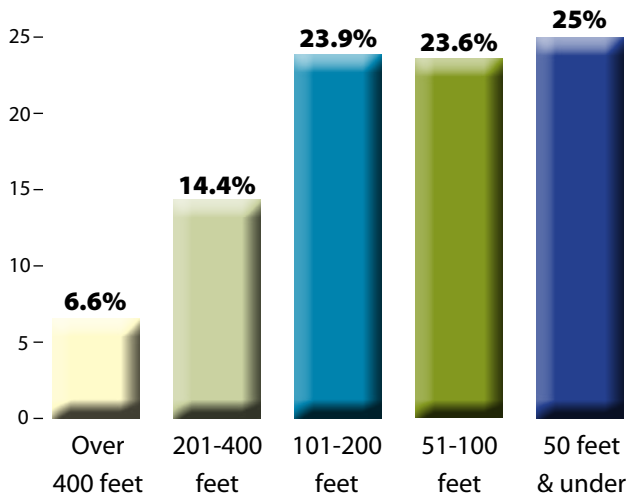
PRIMARY OCCUPATION



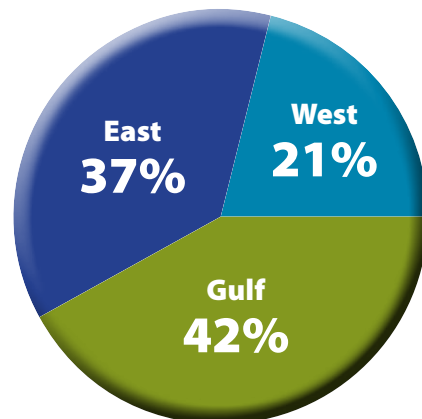
NUMBER OF VESSELS OWNED OR OPERATED



PRIMARY VESSEL SIZE



GEOGRAPHIC BREAKDOWN OF SUBSCRIBERS



2010 Advertising Planning Calendar

WORKBOAT

Issue	Special Feature	Vessel Report	Highlights	Tradeshaw Advantage	Important Dates		
					Ad Closing	Materials Due	Publication Date
January '10*	Significant Boats	Significant Boats	Outboards	OMSA - New Orleans, LA	Nov. 6	Nov. 13	Dec. 18
February	Passenger Vessels	Ferries	AIS	Maritrends - Tampa, Fla., Feb. 13-16, 2010 MVTTC - New Orleans, La., Feb. 10-12, 2010	Dec. 4	Dec. 11	Jan. 15
March*	Diesel Engines	Construction Survey	Welding Equipment		Jan. 8	Jan. 15	Feb. 18
April	Inland Waterways	Barges	Deck Machinery	OMSA - New Orleans, La. AWO - Spring Convention, April 14-16, 2010	Feb. 12	Feb. 19	March 18
May	Offshore Update	Offshore Service Vessels	Gensets	OTC - Houston, TX, May 3-6, 2010 Int'l Tug & Salvage Convention , Vancouver, BC	March 12	March 19	April 15
June	Yearbook	Crewboats/ Fast Suppliers		MACC - Norfolk, VA Commercial Marine Expo - New Bedford, MA, June 9-10, 2010 SeaWork - Southampton, England, June 15-17, 2010	April 9	April 16	May 13
July*	Marine Training	Towboats/ Pushboats	Propulsion	OMSA - New Orleans, LA	May 7	May 14	June 17
August	Maritime Security	Government/ Military Boats	Navigation	GICA Annual Convention - Aug. 2010	June 11	June 18	July 15
September	Annual Diesel Directory	Fireboats	Communications	SMM - Hamburg, Germany, Sept. 7-10, 2010	July 9	July 16	Aug. 19
October*	Boatyards/ Shipyards	ATBs	Waterjets	OMSA - New Orleans, LA AWO - Fall Convention - Oct. 13-15, 2010 Clean Gulf - TBD SNAME - TBD, Oct. 2010	Aug. 13	Aug. 20	Sept. 16
November	Pacific Marine Expo	Tugs	Fendering	National Waterways Conference Annual Meeting - TBD North Atlantic Fish & Workboat Show - St. John's, NL, Nov. 2010 PME - Seattle, WA, TBD	Sept. 10	Sept. 17	Oct. 14
December	The International WorkBoat Show		Top 10 Stories	IWBS - New Orleans, LA, December 2010	Oct. 8	Oct. 15	Nov. 18
January '11	Significant Boats	Passenger Vessels	Vessel Design	OMSA - New Orleans, LA	Nov. 12	Nov. 19	Dec. 16
February '11	Diesel Engines	Ferries	Fuels/ Lubricants	MVTTC - TBD Maritrends - TBD	Dec. 10	Dec. 17	Jan. 13

* Special Advertising Section: Product Showcase

WORKBOAT

2010 Rate Card

Display Advertising Rates

Black & White	12x	7x	4x	1x
Full page	2,575	2,945	3,310	3,680
2/3 Page	2,190	2,505	2,815	3,130
1/2 Page Island	2,060	2,355	2,650	2,945
1/2 Page	1,930	2,210	2,485	2,760
1/3 Page	1,340	1,530	1,725	1,915
1/4 Page	1,080	1,235	1,390	1,545
1/6 Page	775	885	995	1,105
Four Color	12x	7x	4x	1x
Spread	6,145	6,885	7,615	8,355
Full page	3,570	3,940	4,305	4,675
2/3 Page	3,185	3,500	3,810	4,125
1/2 Page Island	3,055	3,350	3,645	3,940
1/2 Page	2,925	3,205	3,480	3,775
1/3 Page	2,130	2,320	2,515	2,705
1/4 Page	1,870	2,025	2,180	2,335
1/6 Page	1,550	1,675	1,785	1,895
Cover Rates	12x	7x	4x	1x
C2	4345	4825	5300	5780
C3	4085	4530	4970	5410
C4	4475	4970	5465	5965

4/C charge, 1/2 page and larger	\$995
4/C charge, 1/3 page and smaller	\$790
2/C charge, full page or fractional	\$295
PMS color charge, full page or fractional	\$445

Production Charges - will be incurred for file preparation, or other services that may be required by the Publisher to make the ad plate ready. If supplied material does not meet size specifications or arrives without an approved color proof, charges may be incurred for resizing the ad or providing an approved color proof for press match.

Proofs - if requested, digital files must be submitted 7 days prior to ad close date. All corrections on proofs are due by closing date. Proofs are provided by request only for ads requiring production work.

Bleeds - No charge for bleeds. Keep live matter 3/8" away from trim edges.

Acceptable formats - Ads should be created in In Design and must include all postscript printer and screen fonts. We accept supporting files for graphics, logos and art in the following applications.

- Adobe Illustrator (v 8.0 and higher) eps/ai (PC or MAC) (All fonts should be converted to outlines, all logos should be embedded).
- Adobe Photoshop (v 4.0 and higher) eps/tiff/pcx (PC or MAC)
Text should be created in separate vector based program for optimum resolution.
- Adobe Acrobat (v 4.0 and higher)

Ads requiring typesetting, design, or other production work must be received by publisher by Ad Space Closing Date.

Rate Card No. 58 Effective January 1, 2010

Sizes and Dimensions

Bleeds Bleed size: 8 3/8" x 11 3/8". Keep live matter including text a minimum of 3/16" from the trim edges of 8 1/8" x 10 7/8".

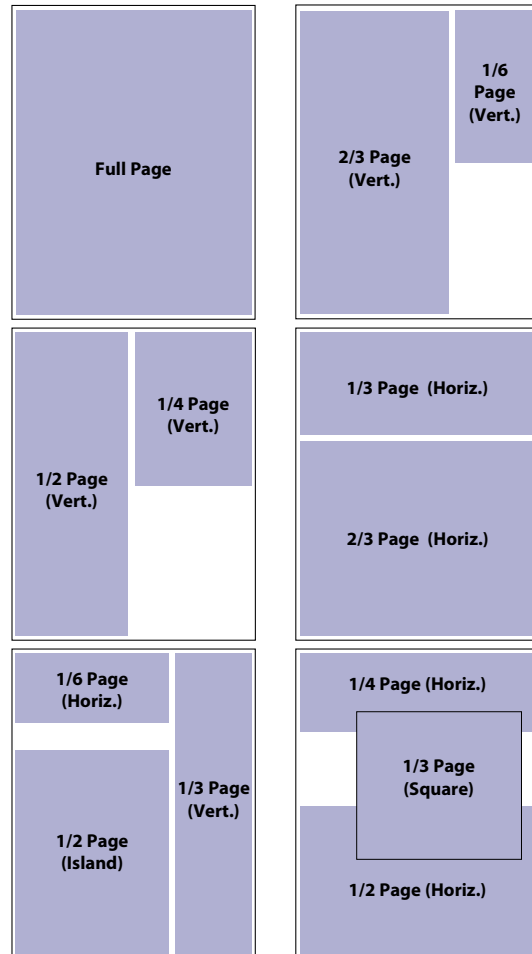
Inserts National and regional inserts available. Call your sales representative for a quote. Card inserts must be supported by a run-of-book ad.

Preferred Positions Available at 15% above earned space rate.

Sizes and Dimensions (for live matter)

Unit	Vertical (width x height)	Horizontal (width x height)
Full page	7" x 10" (non-bleed)	
2/3 Page	4 9/16" x 10"	7" x 6 1/2"
1/2 Page	3 5/16" x 10"	7" x 4 7/8"
1/2 Page Island	4 1/2" x 7"	
1/3 Page	2 3/16" x 10"	7" x 3 1/4"
1/3 Page Square	4 9/16" x 4 7/8"	
1/4 Page	3 5/16" x 4 7/8"	7" x 2 3/8"
1/6 Page	2 3/16" x 4 7/8"	4 9/16" x 2 5/16"

Display Ad Configurations



RESERVE YOUR ADVERTISING SCHEDULE NOW!

Display Advertising

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