



National Fisherman 2012 Media Kit

www.nationalfisherman.com

Published by:

diversified
BUSINESS COMMUNICATIONS



National Fisherman has been the industry standard for over 50 years.

Readers from coast to coast depend on it to stay up to date on news, regulations, fish stocks, to research purchasing decisions and to stay informed of the newest vessel and product technology. And, with the evolution of online advertising there are more options than ever for you to get your message in front of *National Fisherman's* qualified audiences.

Whether you choose to advertise in print, online, or both, there's no better way to make sure your advertising has a national reach as well as comprehensive regional coverage than by placing your ad with *National Fisherman*.



“Furuno has been long-time advertiser and supporter of *National Fisherman*. In addition to delivering pertinent and consistent editorial content, *National Fisherman* provides Furuno with focused and distinctive exposure to the Commercial Fishing industry, which is an extremely important community for our brand to reach.”

– Dean Kurutz, Marketing Manager, Furuno USA, Inc.



A Note from Jessica Hathaway, *National Fisherman* Editor

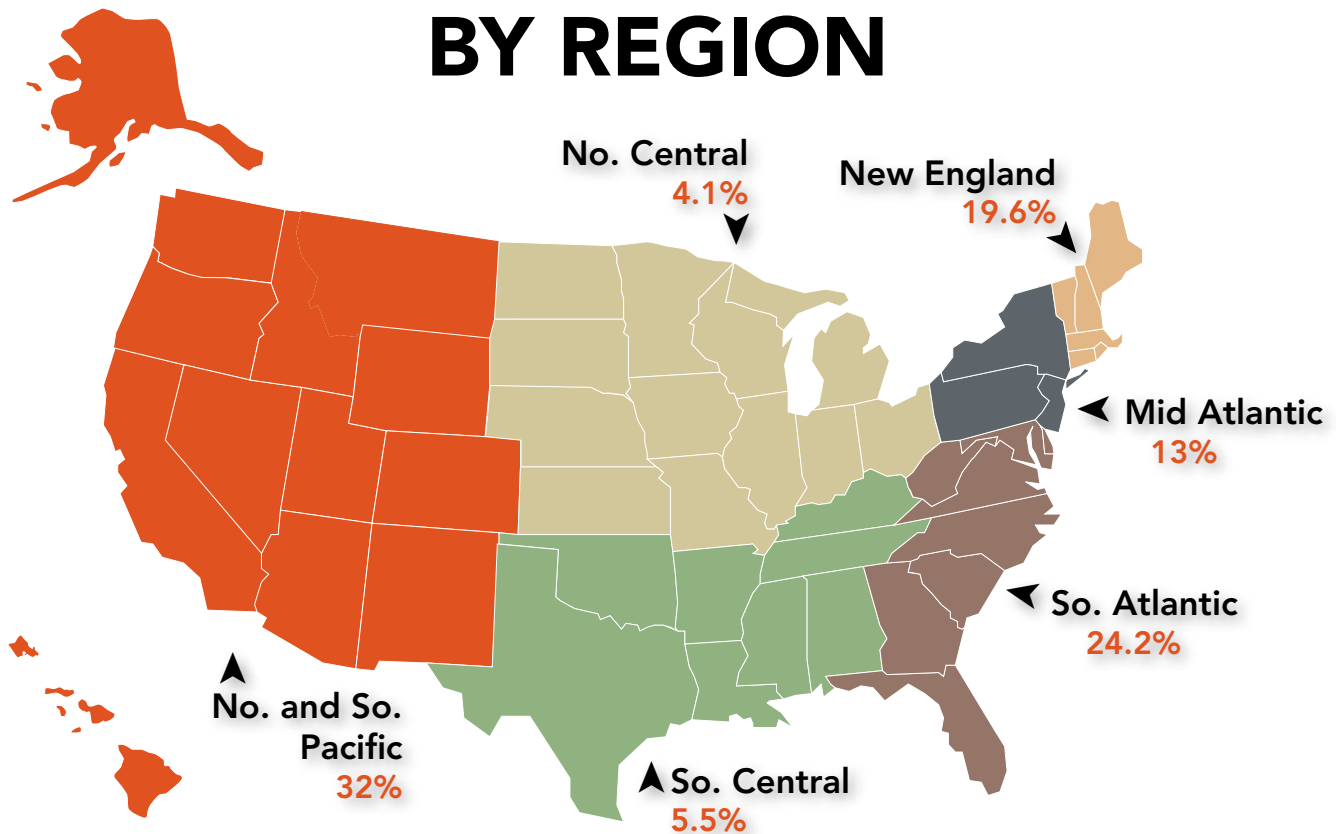
If you want to have staying power in an industry, you need to reach the decision-makers with buying power.

National Fisherman is the most widely read magazine in the commercial fishing industry, and it is the only one that speaks to fishermen on every coast. If your business relies on servicing or supplying this industry, our readers throw the throttle wide open.

National Fisherman has been covering this industry for more than 50 years. Decades of feedback tell us commercial fishermen turn to us to learn about new gear and other products and services that help them run their businesses, which generate billions of dollars every year. We have the staying power; our readers have the buying power. All you have to do is turn the key.

National Fisherman **SUBSCRIBERS**

BY REGION



Even if you're well established in the commercial fishing market, reaching **30,000*** subscribers across the nation can enhance and revitalize your business, strengthen current relationships and bring in new business.

30,000* subscribers across the country use *National Fisherman* to:

- Get new regulation information
- Shop for communications equipment
- Research new fishing technology
- Buy a boat or improve their existing boat
- Buy or research wheelhouse electronics
- Repower their vessel
- Identify websites for online research
- Get show/event information
- Network with other fishermen
- Look for new products
- Learn gear repair/improvement techniques



National Fisherman is audited by a 3rd party so you can be assured that each copy is going where we say it is. A copy of the current audit statement is available on www.nationalfisherman.com.

*National Fisherman BPA Statement – June 2011

National Fisherman

National Fisherman READERS*

62%

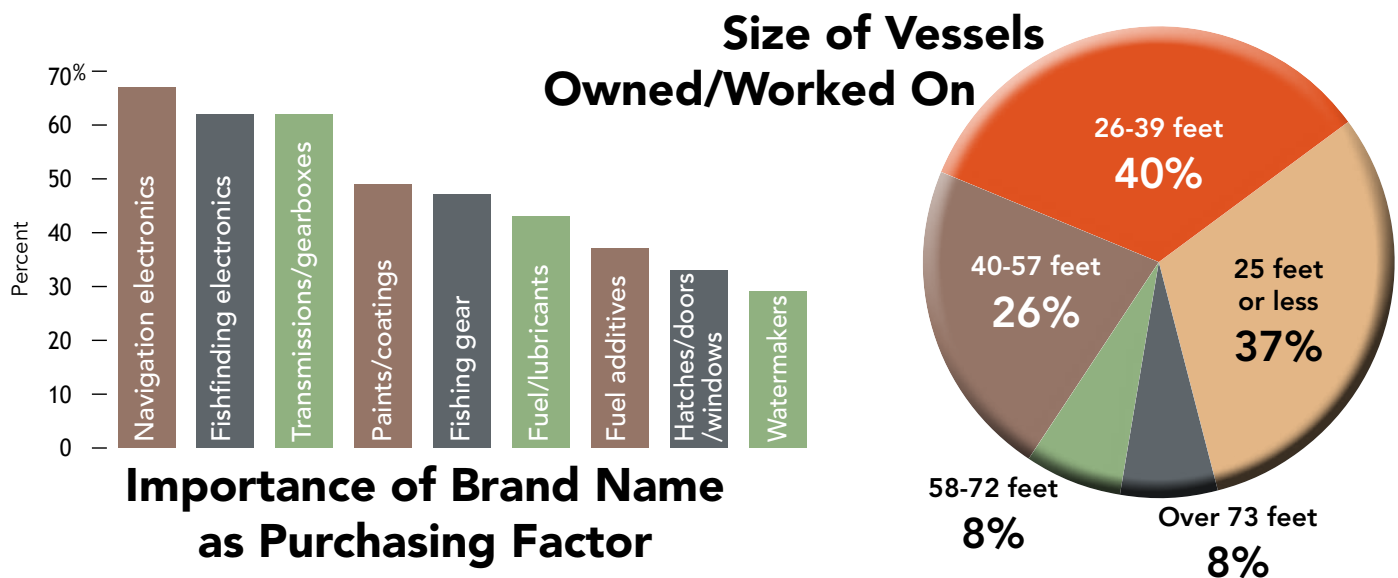
actively use the magazine when making purchasing decisions.

88%

are involved in purchasing decisions.

After seeing an advertisement in *National Fisherman* **54%** of readers bought a product or service and **99%** either contacted the company directly or visited their website.

When *National Fisherman* readers are evaluating options prior to making a purchasing decision, they consider the brand name of the product to be very important in the decision making process. Consider the following:



44% of *National Fisherman* readers **OWN 2 OR MORE VESSELS**

FACE-TO-FACE & ONLINE



pacific marine
e x p o



National Fisherman 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 Pacific Marine Expo and the National Fisherman Profitable Harvest. This unique collaboration brings your advertising and our editorial knowledge to life, in front of the highest qualified industry buyers. You can count on *National Fisherman* for full market coverage, from in print to in person.



Nationalfisherman.com has become an important resource for today's online buyers and features breaking industry news and events, blogs, market reports and more. Maximize your market reach and compliment your print campaign by advertising on **nationalfisherman.com**. Contact your sales representative today for more information.

Contact your sales representative for specific rates.

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Ad unit name	Size (pixels)	Max File Weight	Animation	Alt Text (optional)
Full Banner	468w x 60h	40k	10 sec. max.	30 char. max.
Button 2	120w x 60h	25k	10 sec. max.	12 char. max.
Vertical Banner	120w x 240h	40k	10 sec. max.	12 char. max.
Submission Deadlines: 3 business days prior to launch date.				
Format: Animated GIF, GIF, or JPG. All creative must function uniformly on both Mac and PC platforms as well as multiple versions of Netscape, Internet Explorer, Firefox, Safari, and Mozilla.				

National Fisherman

2012 National Fisherman Advertising Planning Calendar

Issue	Special Feature/Highlight	Tradeshow Advantage	Important Dates		
			Ad Closing	Materials Due	Publication Date
January '12*	Best New Gear, Crew Shots	International WorkBoat Show New Orleans, La., Nov 30 - Dec 2, 2011	Nov. 1	Nov. 8	Nov. 21
February '12	Marine Power, Diesel Directory, Lubricants	East Coast Commercial Fishermen's & Aquaculture Trade Expo Ocean City, Md., Jan. 13-15, 2012 Mass. Lobstermen's Association Jan 20-22, 2012, Hyannis, Mass.	Dec. 2	Dec. 9	Dec. 28
March*	Profitable Harvest *Special Eco Product Focus 	Fish Canada WorkBoat Canada Feb. 3-4, 2012, Moncton, NB Miami International Boat Show Feb. 16-20, 2012, Miami, Fla. Maine Fisherman's Forum March 1-3, 2012, Rockport, Maine	Jan. 3	Jan. 10	Jan. 26
April	Yearbook	Maine Boatbuilder's Show March 16-18, 2012, Portland, Maine International Boston Seafood Show March 11-12, 2012, Boston, Mass.	Feb. 6	Feb. 10	Mar. 1
May	Safety Equipment *Special Eco Product Focus 	Comfish April 12-14, 2012, Kodiak, Alaska	Mar. 5	Mar. 12	Mar. 28
June	Boatbuilding	Commercial Marine Expo - New Bedford June 13-14, 2012, New Bedford, Mass.	Apr. 2	Apr. 9	Apr. 27
July*	Fishfinders *Special Eco Product Focus 		May 7	May 14	May 31
Pilot House Guide		Port Section Ads	Apr. 13 Apr. 6	Apr. 20 Apr. 13	May 31 May 31
August	Deck Equipment		June 1	June 9	June 29
September	Navigation & Communication Electronics	Maine Boats, Homes, & Harbors Show Rockland, Maine	June 29	July 9	July 27
October*	Propulsion	Fishermen's Fall Festival Seattle, Wash. Commercial Fishermen's Festival Astoria, Ore. Working Waterfront Festival New Bedford, Mass.	July 31	Aug. 6	Aug. 24
November	Boat Design	Nor-Fishing 2012 Aug. 14-17, 2012, Trondheim, Norway Ft. Lauderdale Boat Show Fort Lauderdale, Fla.	Sep. 4	Sep. 10	Sep. 28
December	Pacific Marine Expo, Show Coverage	Pacific Marine Expo Seattle, Wash.	Oct. 2	Oct. 9	Oct. 26
Jan. '13*	Best New Gear, Crew Shots	International WorkBoat Show Dec. 5-7, 2012, New Orleans, La.	Oct. 30	Nov. 5	Nov. 21
Feb '13	Marine Power, Diesel Directory	East Coast Commercial Fishermen's & Aquaculture Trade Expo Ocean City, Md.	Dec. 3	Dec. 10	Dec. 28

* Special Advertising Section: Buyer's Guide

National Fisherman

Ad Specifications

Sizes and Dimensions

Trim Size - 8 1/8" x 10 7/8"

Bleeds - Bleed size: 8 3/8"w x 11 3/8"h. Two-page spread: 16.75" x 11.375"h. Keep live area, including test, a minimum of 3/8" from trim edges of 8 1/8" x 10 7/8"

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"
Junior Page	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"
1/6 Page Square		3 5/16" x 3 3/16"

Requirements & Material Specifications

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)

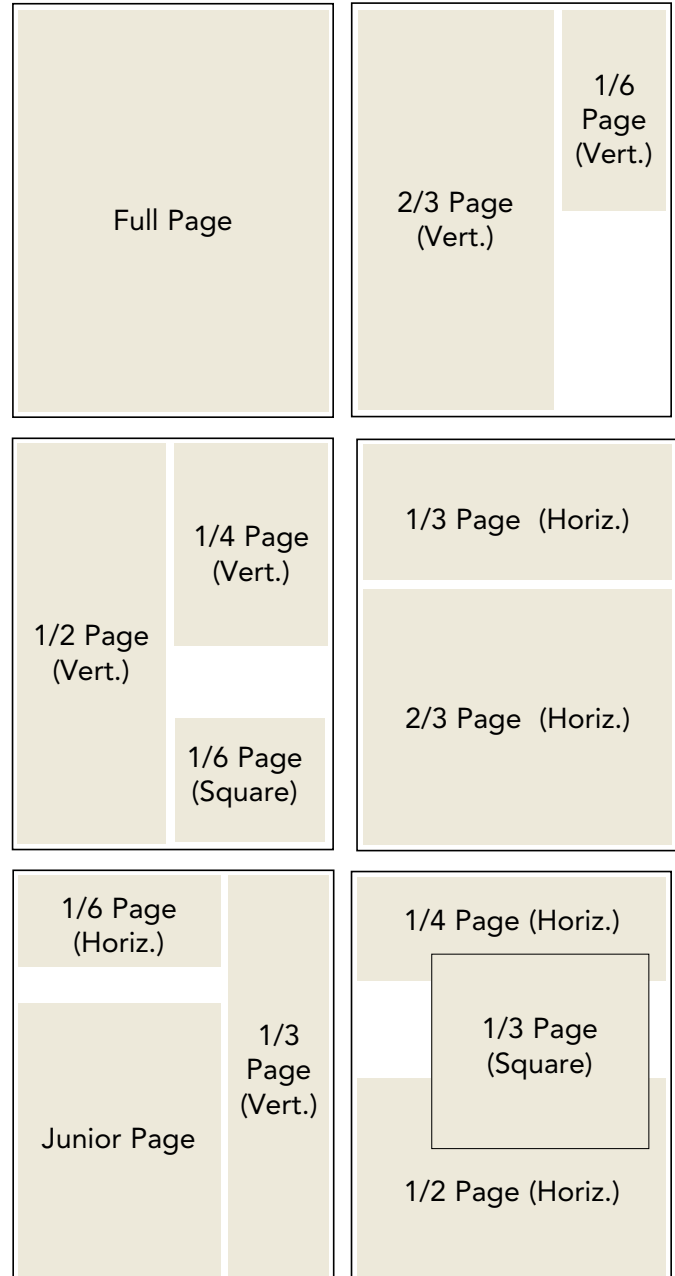
Note: The resolution for pixel-based graphics must be no lower than 300 dpi. The resolution for line art (including all headlines and text) must be 1200 dpi for optimum resolution.

Production Charges - Production charges will be incurred for file preparation, or other services that may be required by the publisher to make the ad print 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 proofs are requested, copy and artwork must be submitted 10 days prior to ad closing date. All corrections on proofs due by closing date. Proofs are provided on request only for ads requiring production work.

Display Ad Configurations



National Fisherman

Rates

Display Advertising

Black & White	12x	7x	4x	1x
Full Page	3,795	4,075	4,350	4,630
Junior Page	3,225	3,465	3,700	3,935
1/2 Page	2,960	3,175	3,395	3,610
1/3 Page	2,085	2,240	2,390	2,545
1/4 Page	1,630	1,750	1,870	1,990
1/6 Page	1,215	1,300	1,390	1,480

Four Color	12x	7x	4x	1x
Full Page	5,060	5,340	5,615	5,895
Junior Page	4,490	4,730	4,965	5,200
1/2 Page	4,225	4,440	4,660	4,875
1/3 Page	2,970	3,125	3,275	3,430
1/4 Page	2,515	2,635	2,755	2,875
1/6 Page	2,100	2,185	2,275	2,365

Cover Rates	12x	7x	4x	1x
C2	6,200	6,565	6,925	7,285
C3	5,820	6,155	6,485	6,820
C4	6,390	6,765	7,140	7,515

4/C charge, 1/2 page and larger	\$1,265
4/C charge, 1/3 page and smaller	\$885
2/C charge, 1/2 page and larger	\$395
2/C charge, 1/3 page and smaller	\$295
PMS color charge, full page or fractional	\$565

Boat Pages and Marine Marketplace

Black & White	12x	7x	4x	1x
Full Page	2,735	2,935	3,135	3,335
1/2 Page	1,945	2,085	2,230	2,370
1/3 Page	1,370	1,470	1,570	1,670
1/4 Page	1,065	1,145	1,220	1,300
1/6 Page	790	850	905	965

Reserve your ADVERTISING SCHEDULE NOW!

Display Advertising

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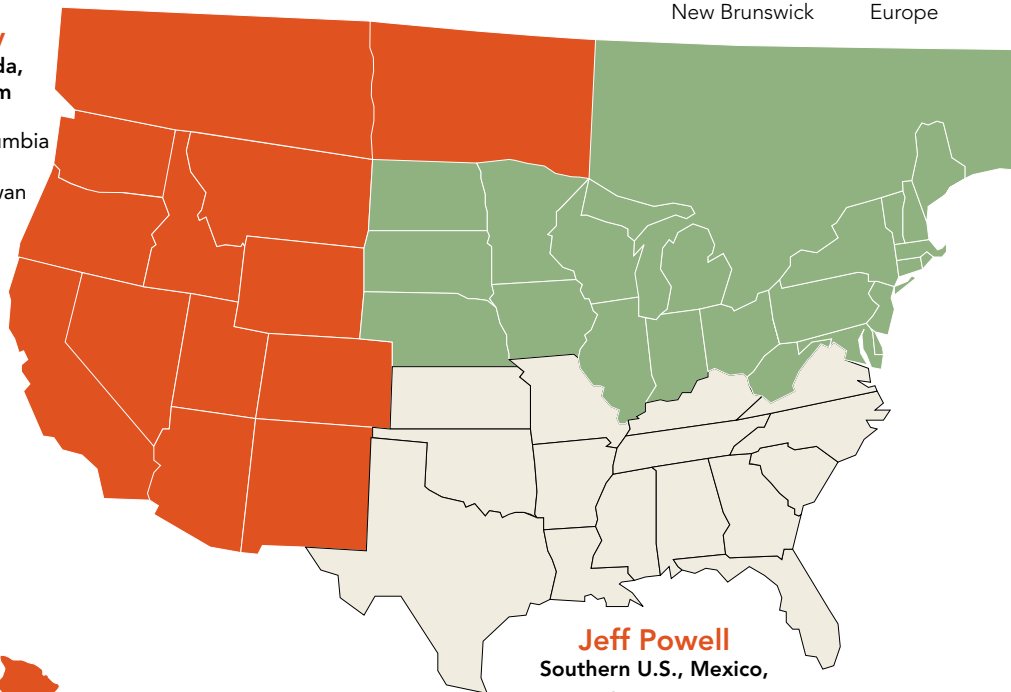


Kristin Luke Eastern U.S. & Canada, Midwest U.S., Europe & Africa

Ontario	Nova Scotia	Connecticut
Quebec	Prince Edward	Delaware
Newfoundland	Island	Iowa
New Brunswick	Europe	Illinois
		Indiana
		Maine
		Maryland
		Massachusetts
		Michigan
		Minnesota
		New Hampshire
		New Jersey
		New York
		North Dakota
		Nebraska
		Ohio
		Pennsylvania
		Rhode Island
		South Dakota
		Vermont
		Washington DC
		West Virginia
		Wisconsin

Susan Chesney Western U.S. & Canada, Far East & Pacific Rim

Alaska	British Columbia
Arizona	Alberta
California	Saskatchewan
Colorado	Manitoba
Hawaii	Asia
Idaho	Australia
Montana	
Nevada	
New Mexico	
Oregon	
Utah	
Washington	
Wyoming	



Jeff Powell Southern U.S., Mexico, Central & So. America

Alabama	Kentucky	Oklahoma	Mexico
Arkansas	Louisiana	South Carolina	S. America
Florida	Missouri	Tennessee	C. America
Georgia	Mississippi	Texas	
Kansas	North Carolina	Virginia	