

trade**a**boat

THE COMPLETE BOOK OF BOATS



MEDIA KIT 2015-16

AUSTRALIA'S #1
used-boat marketplace



Now over 35 years young, **Trade-a-Boat** magazine is still Australia's leading source of authority and opportunity for all things marine, combining a strong mix of news and reviews of the latest powerboats, trailerboats, sail boats and ancillary products, plus Australia's largest used-boat classifieds.

Trade-a-Boat attracts an unsurpassed audience exceeding 160,000 each month to the historic masthead, with a rapidly growing online presence and burgeoning social media platforms.

Trade-a-Boat is fast becoming more than a print icon, with heavy investment in online trade through the successful **Tradeboats.com.au** website but also via Content Production, not only for itself but also for its partners.

The right to enter our annual Australia's Greatest Trailer Boats contest is fiercely sought, thanks to its ability to go beyond print and truly engage the public through stunning photography, videography and authoritative journalism.

Trade-a-Boat is built on the expectation of impartial and knowledgeable product reviews. Senior Boat Tester John 'Bear' Willis is one of Australia's most recognisable and trusted marine journalists, and is ably supported by an unrivalled team of boat experts in Editor Tim van Duyl, Field Editor Ben Keys and contributors Andrew Norton, Kevin Green, Kevin Smith and John Ford.



RATES

AD TYPE	SUPER GLOSS	GLOSS COLOUR
ISFC DPS	\$7,550	N/A
DPS	\$6,950	\$4,600
Full Page	\$3,650	\$2,550
ISBC	\$3,250	N/A
OSBC	\$3,850	N/A
1/2 Page	N/A	\$1,350
CLASSIFIEDS / DEALER	GLOSS COLOUR	NEWSPRINT COLOUR
Full Page	\$850	\$450
1/2 Page	\$485	\$250
1/4 Vertical/Block/Horizontal	\$295	\$125

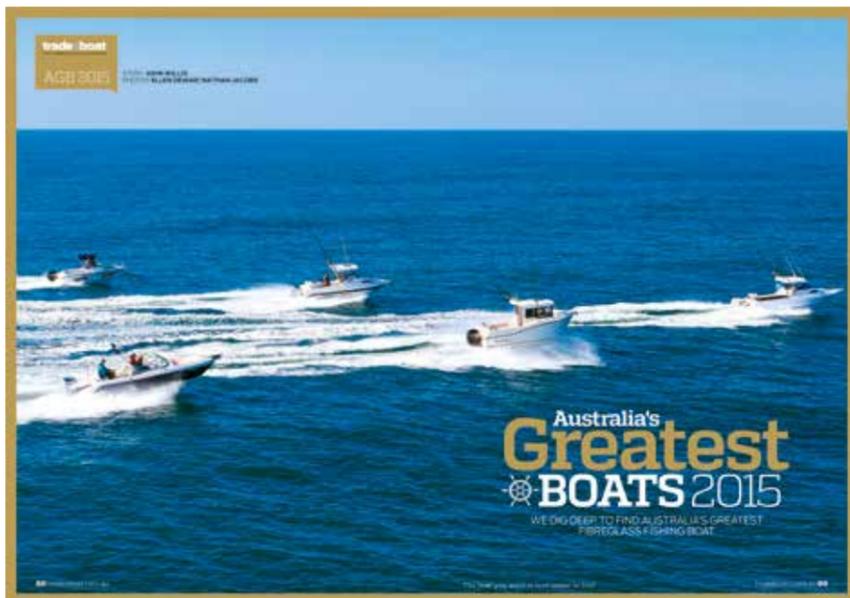
DEADLINES

ISSUE	MATERIAL DEADLINE	ON SALE
466	22 May 2015	11 June 2015
467	19 June 2015	9 July 2015
468	17 July 2015	6 August 2015
469	14 August 2015	3 September 2015
470	11 September 2015	1 October 2015
471	9 October 2015	29 October 2015
472	6 November 2015	26 November 2015
473	4 December 2015	24 December 2015
474	8 January 2016	28 January 2016
475	5 February 2016	25 February 2016
476	4 March 2016	24 March 2016
477	1 April 2016	21 April 2016
478	29 April 2016	19 May 2016
479	27 May 2016	16 June 2016
480	24 June 2016	14 July 2016

EDITORIAL OVERVIEW

RATES AND DEADLINES

www.tradeboats.com.au



RESEARCH

Trade-a-Boat uses independently collated research to know exactly what its readers want, and uses outstanding talent to get it achieved.

Here are some highlights from a recent reader survey of 316 readers:

69% of readers are interested or highly interested in Feature Boat Tests.

72% of readers are interested or highly interested in Private Boats for Sale.

3.3 times. The average number of times each issue of *Trade-a-Boat* is read.

67% of readers are between 30 and 59 years old.

72% of readers are interested or highly interested in reading about Boating Gear.

Trade-a-Boat readers earn, on average, **\$98,000^{P.A.}**

79% of respondents listed *Trade-a-Boat* key strengths as being authoritative and trustworthy.

ONE in seven respondents intends to buy an outboard motor in the next 12 months.

4.8 years. The average numbers of years readers have been reading *Trade-a-Boat*.

67% of readers are looking to buy a new boat.

ONE in eight buyers is looking to spend over \$250,000 on their next boat.

ONE in four readers purchased a boat after seeing it in *Trade-a-Boat*.

46% of readers have been reading *Trade-a-Boat* for more than five years.

12,112 ABC audited circulation, up 0.69% YOY July-December 2014.

PUBLISHED SINCE JULY 1977

COVER PRICE: AN AFFORDABLE \$9.95

FREQUENCY: 13 ISSUES PER YEAR
READ ON AVERAGE: 3.3 TIMES

67% OF READERS ARE AGED BETWEEN 30 AND 59
AVERAGE READER INCOME IS \$98,000p.a.

Trade-a-Boat, printed every four weeks, is still audited and has seen growth in the past two consecutive quarters (source: ABC June 2014 & Dec 2014)
One of the last remaining openly audited marine titles - and you KNOW why the others don't bother



JUST THE FACTS

www.tradeboats.com.au

With more than 500 videos and thousands of feature reviews available at just a click of a button, **Tradeboats.com.au** is the online encyclopedia for all things marine in Australia

MOBILE OPTIMISATION
Tradeboats.com.au is fully optimised for use on tablet, mobile phone and desktop. With more than 40% of unique browsers coming from mobile devices, users can access, share and enjoy content anywhere.



AVERAGE MONTHLY STATS

74,045 UNIQUE BROWSERS
COMBINED EDM DATABASE: 40,836
PAGE IMPRESSIONS: 514,060
FACEBOOK LIKES: 3110

Print and digital go hand-in-hand at **Trade-a-Boat** to enable users access to its unrivalled content on any platform they choose - and sellers to reach a much wider audience of prospective buyers. Content is still king but those who engage with **Trade-a-Boat** have a variety of ways of finding it.

TRADEBOATS.COM.AU

Tradeboats.com.au is now one of Australia's leading marine sites dedicated to helping connect buyers and sellers of new and used boats, motors and other marine equipment.

Optimised for tablet and smartphones and with thousands of items to view, **tradeboats.com.au** is an essential tool for finding the perfect boat.

A comprehensive search, compare and enquire engine helps buyers search more than 10,000 items for sale to find the best deals on new and used power boats, sail boats, PWCs and, of course, trailerboats.

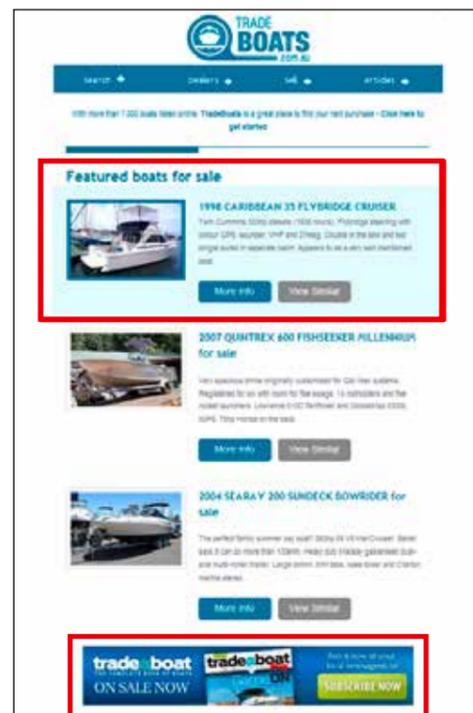
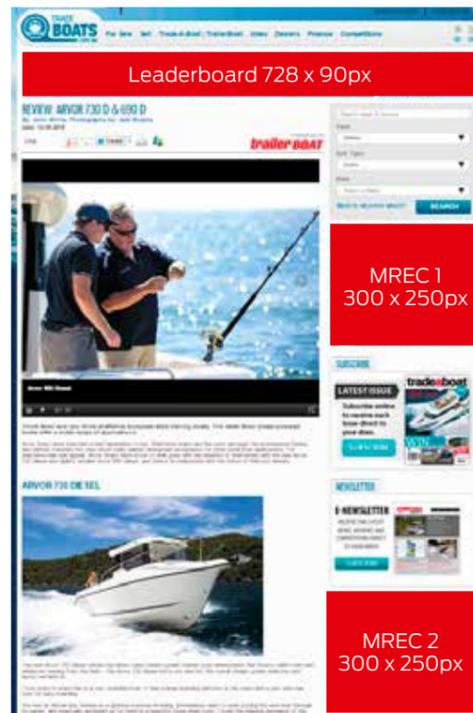
Visitors can also access Australia's largest library of boat news and reviews from the unrivalled team of expert reviewers at **tradeboats.com.au**, including a vast archive of tests captured on video.

Private sellers and dealers can maximise their marketing efforts by using the site's inventory management, industry-specific reporting and enquiry and sales activity tools.

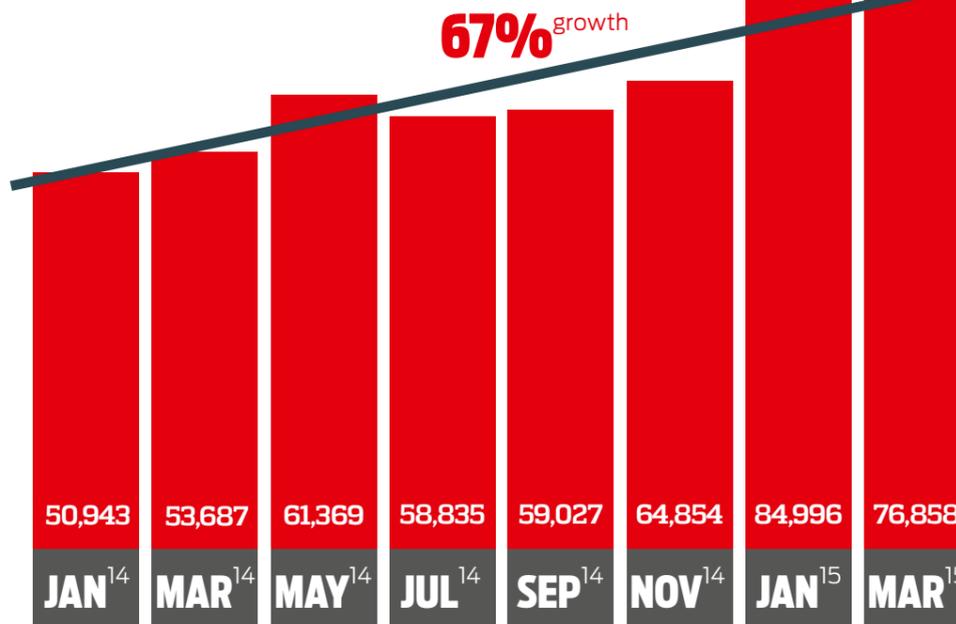
Advertising on **tradeboats.com.au** ensures your marketing message is integrated into a seamless package that targets consumers in all active phases of their purchasing process.

With sponsored content options available in addition to traditional display banners, your marketing campaigns can benefit from the latest news and reviews that keep consumers on the site longer.

Visitors to **tradeboats.com.au** are looking to make a purchase decision. Are you prepared to help them make the right one?



Unique Browsers



AD SPACE	SPECS
Homepage takeover	All homepage positions
Leaderboard	728 x 90 pixels
MREC 1	300 x 250 pixels
MREC 2	300 x 250 pixels
EDM Feature	Boat Listing and Link
EDM Inline banner	500 x 90 pixels
Native advertising	Homepage promotion
Dealer listings	Unlimited

DANCING WITH DIGITAL

www.tradeboats.com.au



Australia's highest-audited independent marine magazine



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