

# PUBLISHING SCHEDULE 2011

Issue	Space Deadline	Material Deadline (Camera Ready)	Distribution
January <i>A Year in Review</i>	December 10	December 15	December 28
February <i>Halifax Int. Boat Show Eastern Canadian Fisheries Expo</i>	January 14	January 19	January 26
March <i>Boston Seafood Show</i>	February 11	February 18	February 26
April <i>Food Processors</i>	March 11	March 18	March 26
May <i>Marine Safety</i>	April 15	April 20	April 27
June <i>Pleasure Boating</i>	May 13	May 18	May 26
July <i>Aquaculture</i>	June 10	June 17	June 25
August <i>Focus on Shellfish</i>	July 15	July 20	July 26
September <i>Diesel - Repowering</i>	August 15	August 19	August 25
October <i>Seafood Processors</i>	September 12	September 16	September 27
November <i>Vessel Maintenance</i>	October 14	October 20	October 26
December <i>Christmas Greetings</i>	November 11	November 18	November 25

**TOLL FREE: 1-877-754-7977**

**FAX: 709-754-6225**

Email: [nmoores@thenavigatormagazine.com](mailto:nmoores@thenavigatormagazine.com)

[www.thenavigatormagazine.com](http://www.thenavigatormagazine.com)

197 Majors Path, P.O. Box 29126  
St. John's, NL, A1A 5B5

55 Starrs Road  
Yarmouth, NS, B5A 2T2



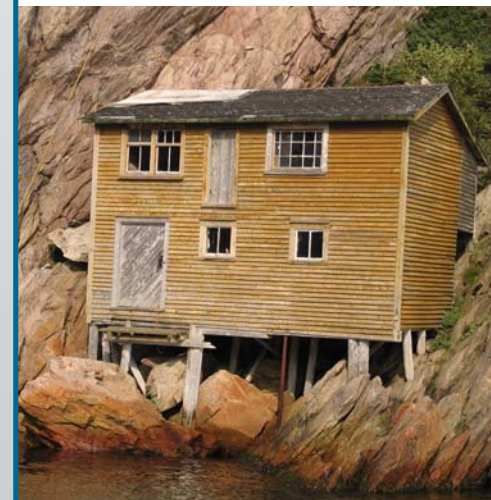
202 Brownlow Ave., Suite 101  
Dartmouth, NS, B3B 1T5

35 Glen Abby Court  
Moncton, NB, E1G 2C5

# The Navigator

THE VOICE OF THE MARINE INDUSTRY

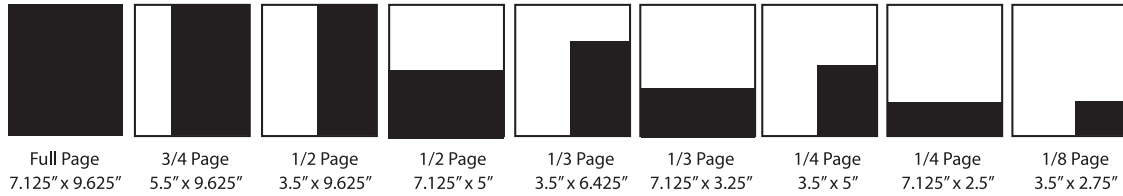
## 2011 MEDIA KIT



**The Ultimate Marine Magazine for Eastern Canada.**

Keep up to date on electronics, boatbuilding, engines, safety equipment, processors, aquaculture and more!

# ADVERTISING SIZES & RATES 2011



Black & White	Size (w x h)	1x	3x	6x	9x	12x
Full Page	7.125" x 9.625"	\$1095	\$995	\$895	\$845	\$795
3/4 Page	5.5" x 9.625"	\$840	\$790	\$742	\$697	\$640
1/2 Page	3.5" x 9.625"	\$590	\$554	\$520	\$490	\$460
1/2 Page	7.125" x 5"	\$590	\$554	\$520	\$490	\$460
1/3 Page	3.5" x 6.425"	\$390	\$366	\$345	\$323	\$290
1/3 Page	7.125" x 3.25"	\$390	\$366	\$345	\$323	\$290
1/4 Page	3.5" x 5"	\$290	\$272	\$256	\$240	\$220
1/4 Page	7.125" x 2.5"	\$290	\$272	\$256	\$240	\$220
1/8 Page	3.5" x 2.75"	\$240	\$225	\$215	\$200	\$187

## Covers (full colour)

Inside front (full page)	\$1695
Inside back (full page)	\$1695
Outside back (full page)	\$1795

Add Cyan Blue	\$100
Add Spot Colour	\$190
Add Full Colour	\$400

Guaranteed position: 10% surcharge

## Focused Marketing Opportunities

- Special Feature Issues
- Marine Show Guides
- Poly Bagging
- Flyers & Inserts - Prices Upon Request
- Skippers 2012 Log Book

- Contract rates are guaranteed for the term of the contract only.
- Rates do not include HST.
- Rates are net of Agency commission.
- Rates are subject to change without notice.
- All advertising copy subject to the approval of the publisher.

# EDITORIAL MANDATE

The Navigator Magazine is a monthly publication serving the marine industries in Eastern Canada and the Eastern United States. Each issue features a diverse blend of feature articles and probing commentaries by an informed team of journalists, giving our readers news they can use to meet the challenges of the future. There are monthly profiles of innovators who are on the cutting edge of their industry, analysis pieces on key regulatory issues, comprehensive listings of boats and fishing licenses for sale, new product technologies, free classified ads and much more.

As such, it's a must-read for fisherpeople and all those with an interest in following the latest developments in this increasingly vibrant sector. The monthly format means the magazine is retained in the home, office and on the boat for a substantial period of time, providing advertisers with unparalleled exposure for the products and services they offer. The Navigator enables advertisers to chart a direct course to a focused group of potential clients. This is a much sought-after target audience with the vast majority being Vessel owners, operators, Professionals in the boat building and repair industry, Naval Architects, Marine Engineers, Government Officials, Professionals in the Aquaculture industry, Marine Legal and Financial Organizations, and Owners of companies involved in the fishery and marine industries on the East Coast.

## Publisher

The Navigator Magazine is published monthly by The Navigator Inc.

## Circulation

6500 copies distributed by paid and controlled mail throughout Eastern Canada, Marine areas of Canada and the Eastern Seaboard of USA.

## Mechanical Requirements

Format:	8.125" x 10.625" Magazine - stitched
Full Bleed Size:	8.625" wide x 11.125 deep
Active Image Area:	7.125" wide x 9.625" deep
Number of Columns:	2
Column Widths:	1 col.~3.5" 2 col.~7.125"

## Digital Specifications: (Camera Ready Artwork Only)

- File formats: Photoshop CS2 or lower (.tif), Illustrator CS2 or lower (.eps) with fonts converted to outlines, and/or Quark X-Press 7.0 or lower (.qxd).
- Color must be greyscale, greyscale plus spot, or CMYK (spot colors must be defined) Ads should be designed at the appropriate size (dimensions on previous page).
- Resolution and line screen must be: 150 line screen at 300 dpi
- Microsoft Word ad files are not acceptable.
- Production charges may apply for artwork not received camera ready.