

# Australia's top PDF boating, fishing & lifestyle monthly magazines

• The Latest (GREEN) Outboard Prices & Specs Database

**Australian BOAT MAG**

For Tinnies, Platies, GRP, DIY, New, Pre-Loved, Retro, Monos, Cats & Tris!

**Are Electric Outboards Becoming A Real Proposition?**

ABM July 2015 #224 \$11.95  
ISSN 1126-4008

• Get In The Queue: **Awsome New Noosa Cat 3500 + Mercury Diesels**

• Alf Stessl's Amazing New **520 X-Fisher Cat**



• Australia's Only Outboard Prices & Specs Database

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• **Seamanship & Boathandling: Could You Handle The Bar Crossing From Hell?**

ABM July 2014 #212 \$9.95

**Our First Look: New Quintrex 690 Trident Hardtop . . .**

**. . . Plus A Host Of New Outboards from Mercury, E-TEC**

• Tech Rep: **Garmin's Very Smart Handheld GPS**



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**You Can BUILD This Amazing DIY 5.8m Console!**

ABM November 2015 #228 \$11.95  
ISSN 1126-4008

• **Family Boating: How A Sydney Family Organised A Great Trailerboat Holiday In The WHITSUNDAYS**

• **Berri, SA: B.A.D Raceboats On The Murray**



• The Latest (GREEN) Outboard Prices & Specs Database

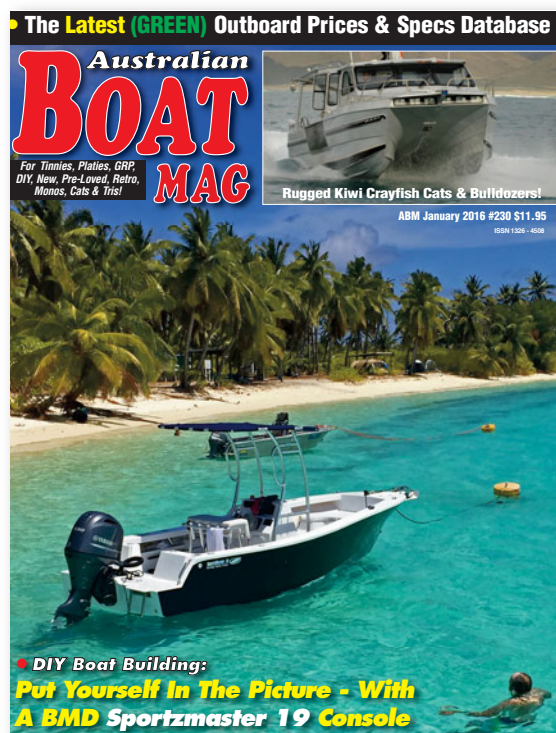
**Australian BOAT MAG**

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**Rugged Kiwi Crayfish Cats & Bulldozers!**

ABM January 2016 #230 \$11.95  
ISSN 1126-4008

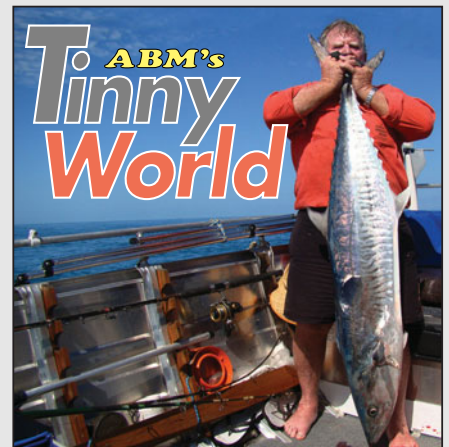
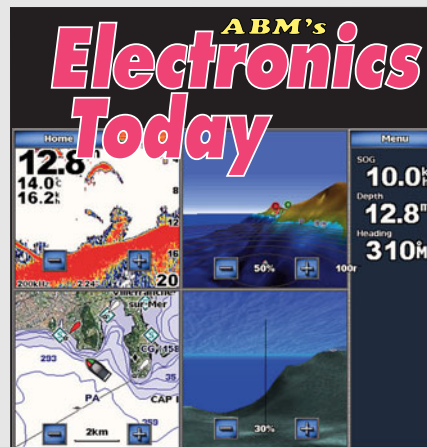
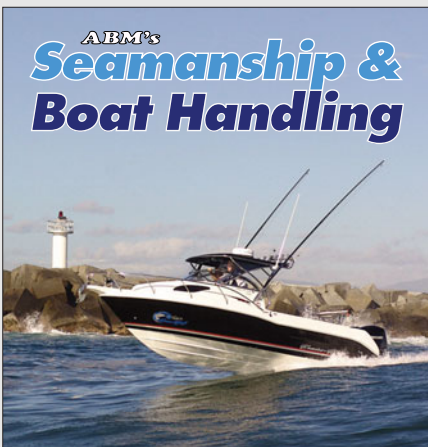
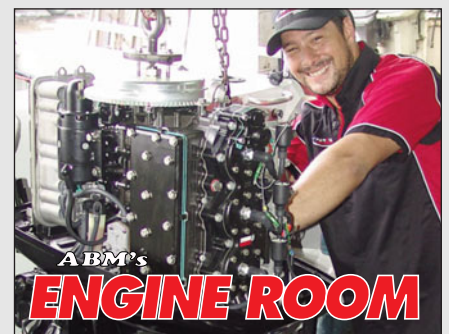
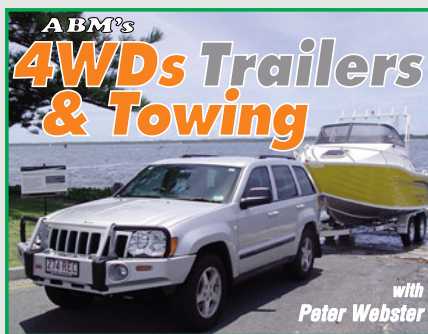
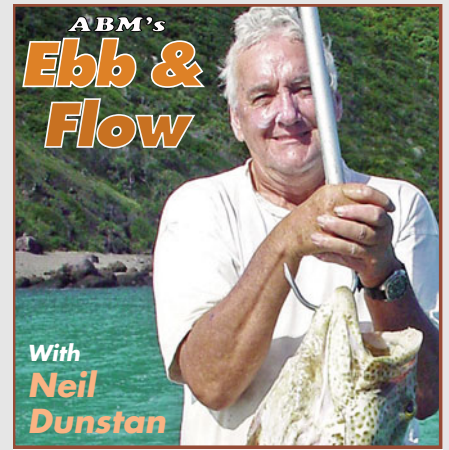
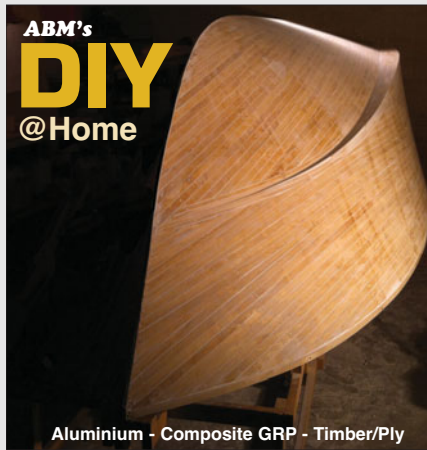
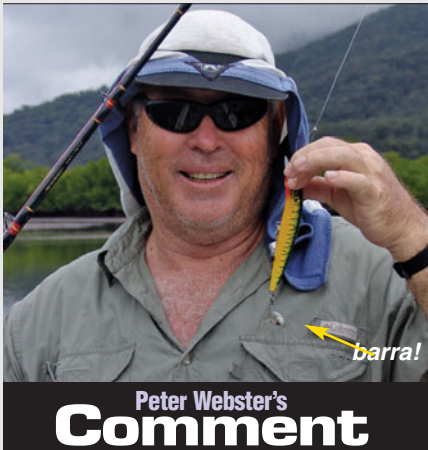
• **DIY Boat Building: Put Yourself In The Picture - With A BMD Sportzmaster 19 Console**



## Australian Boat Mags' 2016 Media Kit



# Monthly Editorial diversity, arising from 'hands-on' experience



**ABM's Outboard Database**

*-The Only One Of Its Kind In Australia, Upgraded Monthly*

ABM's July 2015 Outboard Specs

| Model          | HP     | Weight | Length | Width  | Depth  | Stroke | Year | Price  |
|----------------|--------|--------|--------|--------|--------|--------|------|--------|
| Mercury 1.5    | 1.5    | 15     | 1.5    | 1.5    | 1.5    | 1.5    | 2015 | 150    |
| Mercury 2.0    | 2.0    | 20     | 2.0    | 2.0    | 2.0    | 2.0    | 2015 | 200    |
| Mercury 2.5    | 2.5    | 25     | 2.5    | 2.5    | 2.5    | 2.5    | 2015 | 250    |
| Mercury 3.0    | 3.0    | 30     | 3.0    | 3.0    | 3.0    | 3.0    | 2015 | 300    |
| Mercury 4.0    | 4.0    | 40     | 4.0    | 4.0    | 4.0    | 4.0    | 2015 | 400    |
| Mercury 5.0    | 5.0    | 50     | 5.0    | 5.0    | 5.0    | 5.0    | 2015 | 500    |
| Mercury 6.0    | 6.0    | 60     | 6.0    | 6.0    | 6.0    | 6.0    | 2015 | 600    |
| Mercury 7.5    | 7.5    | 75     | 7.5    | 7.5    | 7.5    | 7.5    | 2015 | 750    |
| Mercury 9.0    | 9.0    | 90     | 9.0    | 9.0    | 9.0    | 9.0    | 2015 | 900    |
| Mercury 11.5   | 11.5   | 115    | 11.5   | 11.5   | 11.5   | 11.5   | 2015 | 1150   |
| Mercury 15.0   | 15.0   | 150    | 15.0   | 15.0   | 15.0   | 15.0   | 2015 | 1500   |
| Mercury 20.0   | 20.0   | 200    | 20.0   | 20.0   | 20.0   | 20.0   | 2015 | 2000   |
| Mercury 25.0   | 25.0   | 250    | 25.0   | 25.0   | 25.0   | 25.0   | 2015 | 2500   |
| Mercury 30.0   | 30.0   | 300    | 30.0   | 30.0   | 30.0   | 30.0   | 2015 | 3000   |
| Mercury 35.0   | 35.0   | 350    | 35.0   | 35.0   | 35.0   | 35.0   | 2015 | 3500   |
| Mercury 40.0   | 40.0   | 400    | 40.0   | 40.0   | 40.0   | 40.0   | 2015 | 4000   |
| Mercury 45.0   | 45.0   | 450    | 45.0   | 45.0   | 45.0   | 45.0   | 2015 | 4500   |
| Mercury 50.0   | 50.0   | 500    | 50.0   | 50.0   | 50.0   | 50.0   | 2015 | 5000   |
| Mercury 55.0   | 55.0   | 550    | 55.0   | 55.0   | 55.0   | 55.0   | 2015 | 5500   |
| Mercury 60.0   | 60.0   | 600    | 60.0   | 60.0   | 60.0   | 60.0   | 2015 | 6000   |
| Mercury 65.0   | 65.0   | 650    | 65.0   | 65.0   | 65.0   | 65.0   | 2015 | 6500   |
| Mercury 70.0   | 70.0   | 700    | 70.0   | 70.0   | 70.0   | 70.0   | 2015 | 7000   |
| Mercury 75.0   | 75.0   | 750    | 75.0   | 75.0   | 75.0   | 75.0   | 2015 | 7500   |
| Mercury 80.0   | 80.0   | 800    | 80.0   | 80.0   | 80.0   | 80.0   | 2015 | 8000   |
| Mercury 85.0   | 85.0   | 850    | 85.0   | 85.0   | 85.0   | 85.0   | 2015 | 8500   |
| Mercury 90.0   | 90.0   | 900    | 90.0   | 90.0   | 90.0   | 90.0   | 2015 | 9000   |
| Mercury 95.0   | 95.0   | 950    | 95.0   | 95.0   | 95.0   | 95.0   | 2015 | 9500   |
| Mercury 100.0  | 100.0  | 1000   | 100.0  | 100.0  | 100.0  | 100.0  | 2015 | 10000  |
| Mercury 115.0  | 115.0  | 1150   | 115.0  | 115.0  | 115.0  | 115.0  | 2015 | 11500  |
| Mercury 130.0  | 130.0  | 1300   | 130.0  | 130.0  | 130.0  | 130.0  | 2015 | 13000  |
| Mercury 150.0  | 150.0  | 1500   | 150.0  | 150.0  | 150.0  | 150.0  | 2015 | 15000  |
| Mercury 175.0  | 175.0  | 1750   | 175.0  | 175.0  | 175.0  | 175.0  | 2015 | 17500  |
| Mercury 200.0  | 200.0  | 2000   | 200.0  | 200.0  | 200.0  | 200.0  | 2015 | 20000  |
| Mercury 225.0  | 225.0  | 2250   | 225.0  | 225.0  | 225.0  | 225.0  | 2015 | 22500  |
| Mercury 250.0  | 250.0  | 2500   | 250.0  | 250.0  | 250.0  | 250.0  | 2015 | 25000  |
| Mercury 300.0  | 300.0  | 3000   | 300.0  | 300.0  | 300.0  | 300.0  | 2015 | 30000  |
| Mercury 350.0  | 350.0  | 3500   | 350.0  | 350.0  | 350.0  | 350.0  | 2015 | 35000  |
| Mercury 400.0  | 400.0  | 4000   | 400.0  | 400.0  | 400.0  | 400.0  | 2015 | 40000  |
| Mercury 450.0  | 450.0  | 4500   | 450.0  | 450.0  | 450.0  | 450.0  | 2015 | 45000  |
| Mercury 500.0  | 500.0  | 5000   | 500.0  | 500.0  | 500.0  | 500.0  | 2015 | 50000  |
| Mercury 550.0  | 550.0  | 5500   | 550.0  | 550.0  | 550.0  | 550.0  | 2015 | 55000  |
| Mercury 600.0  | 600.0  | 6000   | 600.0  | 600.0  | 600.0  | 600.0  | 2015 | 60000  |
| Mercury 650.0  | 650.0  | 6500   | 650.0  | 650.0  | 650.0  | 650.0  | 2015 | 65000  |
| Mercury 700.0  | 700.0  | 7000   | 700.0  | 700.0  | 700.0  | 700.0  | 2015 | 70000  |
| Mercury 750.0  | 750.0  | 7500   | 750.0  | 750.0  | 750.0  | 750.0  | 2015 | 75000  |
| Mercury 800.0  | 800.0  | 8000   | 800.0  | 800.0  | 800.0  | 800.0  | 2015 | 80000  |
| Mercury 850.0  | 850.0  | 8500   | 850.0  | 850.0  | 850.0  | 850.0  | 2015 | 85000  |
| Mercury 900.0  | 900.0  | 9000   | 900.0  | 900.0  | 900.0  | 900.0  | 2015 | 90000  |
| Mercury 950.0  | 950.0  | 9500   | 950.0  | 950.0  | 950.0  | 950.0  | 2015 | 95000  |
| Mercury 1000.0 | 1000.0 | 10000  | 1000.0 | 1000.0 | 1000.0 | 1000.0 | 2015 | 100000 |

**Editorial . . carefully balanced to reflect the real world of the Australian boatowner.**





## **ABM magazines: A Vital Interface Between Industry & The Consumer**



**Right: Marine electronic equipment is undergoing great change as the digital world expands and prices tumble on often very sophisticated equipment. ABM is in the forefront of keeping readers 'on the pace'.**

**Left: The synergy between recreational fishing and trailerboats is a given, but not one ever taken for granted by the ABM team. Our mission is to keep our readers informed with practical, experienced advice about new fishing techniques, gear and science.**



**Below: Many of the ABM technical reports (and videos) have been used internationally. The release material for the international launch of the Parsun 15hp 2-stroke (and subsequent models) appeared in more than 60 countries around the world.**



**Above: The ABM team has always maintained a vigorous Project Boat Program, investing in a wide range of products to ensure the editorial produced is totally up to date with the very latest production techniques and technology.**



**Left: ABM has always had a very close relationship with Australia's healthy "Do It Yourself" (DIY) market. This sector is growing in leaps and bounds, and ABM is helping direct and co-ordinate the activities of both aluminium and composite GRP DIY procedures.**



**Right: Few, if any other mediums can launch a new range of boats / motors / products quite like ABM. With NO space restrictions, on demand video/TV within the report, this is the way of the future, now.**





# Australian **BOAT** MAG

## Publishing Info

- Monthly, PDF format, delivered via the internet.
- **Subs:** \$61 for 12 issues p.a. or \$33 for 6 monthly issues.
- Released **2nd week, every month.**
- **Display** ad deadline: Hi-res PDF just **two** working **days** before the monthly release.
- 275mm H. x 205mm W.
- 96-124 (+) pages p.m.
- On demand, embedded hi-res videos and 'virtual' tours.

## Circulation / Openings:

- 7,500 (+) every month, made up of
- **Australian Boat Mag** monthly (paid) subscribers.
- F.O.C. trade readers, plus
- A minimum 1,500-1,750 promo issues of the latest edition of **Australian Boat Mag** are distributed every month through a re-cycling pool of qualified email readers 'harvested' from the 2009-2016 Sea Library boat test and feature article downloads.

● The **Latest (GREEN)** Outboard Prices & Specs Database



**Australian BOAT MAG**

For Tinnies, Platies, GRP, DIY, New, Pre-Loved, Retro, Monos, Cats & Tris!

You Can **BUILD** This Amazing DIY 5.8m Console!

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● **Family Boating:**  
**How A Sydney Family Organised A Great Trailerboat Holiday In The WHITSUNDAYS**

● **Berri, SA: B.A.D Raceboats On The Murray**

**Australian Boat Mag ('ABM')** is carefully positioned to be evolutionary rather than revolutionary. It embraces the reader and advertisers who now recognise the sweeping impact of internet-delivered reading and publishing - especially offline, PDF magazines like ours. The opportunity of registering and then receiving this beautiful PDF magazine through the internet for just \$33 for six issues, or \$61 for 12 issues, provides a very compelling reason to persuade even the toughest old salt to acknowledge the change from printed mags in newsagents or via direct mail, to offline reading delivered so reliably, so quickly through the internet.

**Australian Boat Mag** still addresses the common needs of different levels of boat ownership (electronics, seamanship, engines, etc) under one comprehensive title - but allows the editorial team to really explore Australia's complex boat ownership aspirations and diversity in a much bigger magazine with on-demand streaming video ("magavision") involvement.

## Australian Boat Mags Pty Ltd

For further information about *Australian Boat Mag*, visit our web site

[www.australianboatmags.com.au](http://www.australianboatmags.com.au)

# Australian **BOAT** MAG

## 2016 ABM Display Ad & Video Rates \* \*

*Remember: All ads include hyperlinks straight back to YOUR web site!*

**Booking . . .** (Rates shown are in Australian dollars)

| Size                     | Invoice Rate | Including GST | Amount You Pay After 10% 7-day Settlement Discount |
|--------------------------|--------------|---------------|--|
| 1/8th Page Strip Ad      | \$142        | \$156         | \$140  |
| 1/6th Page Ad            | 181          | \$199         | 180  |
| 1/4 Page Colour          | 261          | \$287         | 258  |
| 1/3rd Page Colour        | 338          | \$366         | 330  |
| 1/2 Page** Colour        | 477          | \$525         | 472  |
| Junior Page** Colour     | 634          | \$698         | 628  |
| Full Page** Colour (FPC) | 908          | \$999         | 899  |

**Great Buy!**

**PDF Catalogue Inserts** POA - Depends on the number of pages; From \$189pp x 4. down to \$170pp x 8 + pages

**Embedded Video In ABM** POA - Usually based on the above half page rate for the TV 'window' needed.

**PW's Boat & Product tests \*\*** POA\*\*

**\*\*Boat / engine / product test formula:** Please note these ad rates only apply to passive editorial programs. Programs requiring the editorial team to undertake boat and product tests [for example] may be subject to additional charges if they are outside SE Queensland. The rates include the industry standard agency commission.

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# Australian BOAT MAG

## State By State Distribution

( Current to ABM Issue #224 July 2015 )

|                        |       |
|------------------------|-------|
| Aust Capital Territory | 0.9%  |
| New South Wales        | 15.5% |
| Northern Territory     | 1.8%  |
| Queensland             | 38.9% |
| South Australia        | 2.7%  |
| Tasmania               | 2.9%  |
| Victoria               | 12.9% |
| Western Australia      | 24.1% |

**Where the baseline in August 2015, up to ABM #224 July, is based on**

|                                    |  |
|------------------------------------|--|
| Paid Subscriptions                 | 4,910                                    |
| Free Trade Subscriptions           | 1,877                                    |
| ABM's Sea Library draw-downs       | 1,500 pm<br>(Controlled, promo copies**) |
| <b>(Nominal) Total Circulation</b> | <b>8,287</b>                             |

The State by State percentage breakdown shown is based on the actual paid subs. This figure is now (2016) growing slowly but steadily, with growth averaging 4-5% p.a. Paid subscribers are scattered right across Australia, with a weighting towards country and regional areas.

In fact, about 10% of the Paid subscribers live and work in really far-flung corners of Australia, be it in the rural, fishing, or mining sectors, or for defence or the many government instrumentalities based in outlying areas or regional communities.



ABM's growth in circulation will be boosted in 2016 as we concentrate greater energy to the promotion of ABM through various elements of social media - but especially Facebook and Twitter.

We are already working with multiple Facebook outlets (including our own thru PW) and have observed a very pleasing growth in new subscriptions directly attributable to many original F&B print readers 'discovering us' again via Facebook(s) friends' network.

Increasingly, we're seeing Facebook as our new 'shop window', and will pursue this vigorously in 2016.

# Australian BOAT MAG

## Popular Ad Sizes & Shapes

**Art Director Notes: Australian Boat Mags** uses the original "American Quarto" format.

The so-called '**Trimmed Page**' Size is 275 mm high x 205 mm wide. The 'type area' on a full page is 248 mm x 175 mm. We use 15 mm side margins, with 13 mm margin on the top of the page, and 14 mm on the bottom. Where 'super-size' or bleed-off ads are being designed, we strongly recommend designers **still** leave a 2-3mm margin inside the trimmed page area, and we **STILL** recommend 1-2 mm 'bleeds' off the 3 edges (top, side, bottom) of the 'trimmed' page.

We still use the industry standard 300 dpi screen ruling.

In other words, think of producing a high resolution ad for a conventional, printed magazine - the rules don't change 'coz we're offline in the PDF format.

However, all sorts of creative options are now available to agencies, although we caution the use of SWF software as it still doesn't work with Apple products, which many readers now use.

However, if you have any concerns or issues, don't hesitate to call Peter at ABM on (07) 5502 8233

Popular advertisement sizes, where "w" = the width of the ad, and "h" = the height

### Business card

**Horizontal 'ad'** 90 mm W x 55mm H

### 1/8th Page ("Strip") ad

**Horizontal ad (only)** 175 mm w x 30 mm h

### 1/6th Page ad

**Horizontal ad** 85 mm w x 80 mm h - **Vertical ad** 55 mm w x 120 mm h

### 1/4 Page ad

**Horizontal ad** 175 mm w x 60 mm h - **Vertical ad** 85 mm w x 120 mm h

### 1/3rd Page ad

**Horizontal ad** 175 mm w x 80 mm h - **Vertical ad** 55 mm w x 248 mm h

### 1/2 Page ad

**Horizontal ad** 175 mm w x 120 mm h - **Vertical ad** 85 mm w x 248 mm h

### U.S. Style 'Junior' Page ad

**Type Area** 130 mm w x 211 mm h - **Vertical (RH & Bottom bleed)**

### Full Page ad

**Type Area** 175 mm w x 248 mm h - **Full Page Bleed (3 sides)** 208 mm w x 281 mm h



# Australian BOAT MAG

## Deadlines for 2016 \*

### *Australian Boat Mag* Major Themes & Material & Release Schedule For 2016

| <i>Month</i> | <i>Number</i> | <i>Supplement</i>    | <i>Booking</i> | <i>Material</i> | <i>Release</i> |
|--------------|---------------|----------------------|----------------|-----------------|----------------|
| January      | #230          |                      |                |                 | Released       |
| February     | #231          |                      | 22/01          | 29/01           | 5/02           |
| March        | #232          | Do It Yourself (DIY) | 19/02          | 26/02           | 4/03           |
| April        | #233          |                      | 23/03          | 04/04           | 8/04           |
| May          | #234          | Holiday Planning     | 22/04          | 29/04           | 6/05           |
| June         | #235          |                      | 20/05          | 27/05           | 3/06           |
| July         | #236          | Electronics 2016     | 17/06          | 24/06           | 1/07           |
| August       | #237          | Boat Shows 22/07     | 29/07          | 5/08            |                |
| September    | #238          |                      | 19/08          | 26/08           | 2/09           |
| October      | #239          | Safety @ Sea 23/09   | 30/09          | 7/10            |                |
| November     | #240          | Sportfishing 2016    | 21/10          | 28/10           | 4/11           |
| December     | #241          | Christmas/Gifts      | 18/11          | 25/11           | 2/12           |

\* Deadlines can be changed at the last minute for many different reasons. If a release date is critical to a campaign, or involves an embargo, please check-in closer to the date to get the latest schedules. Every effort is made to keep to these schedules, but sometimes things happen that are beyond our control.