



WindCheck **2018** *Advertising Information*

IN PRINT:

WindCheck reaches more Northeast sailors than any other publication. Every issue features destinations, cruising, racing, learning to sail and many other regional topics.

WindCheck is published ten times per year, distributing over 30,000 issues through more than 1,000 area businesses including yacht clubs, marinas, marine stores, select restaurants, and other sailor havens from New York to Boston.

In addition, *WindCheck* is provided at numerous special events each month and sailors throughout the country subscribe.

ON THE WEB:

windcheckmagazine.com
facebook.com/windcheck

2018 Seasonal Editorial Calendar

WINTER

Winter Projects
Frostbiting Season
Spring Planning

SPRING

Commissioning
Cruising Destinations
Spring Events Calendar
Volvo Ocean Race
Newport Stopover

SUMMER

Junior Activities
Cruising Season
Summer Racing Roundup

FALL

Boat Show Season
Decommissioning
Holiday Events

*In addition to our 1000+
Distribution Outlets,
2018 Bonus Distribution
will include:*

Connecticut Spring
Boat Show
Newport Boat Show
Norwalk Boat Show
Dealer Open Houses
Block Island Race Week
Safety-at-Sea Seminars
Numerous Yacht Club and
Organization Seminars/
Presentations



What our readers and advertisers say...

"Landfall has had the back page for WindCheck Magazine since inception. It has provided us with a great visibility for our customers in the greater Long Island Sound Area. In addition, we have found WindCheck to be a great partner for promoting specific events, as well as working with us on Industry efforts to promote boating." Captain Henry E. Marx, President, Landfall, Stamford, CT

"The Newport Bermuda Race is very pleased to work with WindCheck and its fine staff to reach the many sailors who follow and sail in our historic race through articles, ads, and promotions."

John Rousmaniere, Author and Historian, New York, NY

"Each issue is better than the last. Thank you very much for the box of magazine's each month – our customers love it." Chris Hale, Frank M. Weeks Yacht Yard, Patchogue, NY

"What a well-written exposé [Spring Off Soundings Marked by Light Air] of the excitement of sailing! I can hardly imagine the scintillating conversation during the calm moments. Golf may burn calories, but sailing bakes friendships." Schuyler Winter, via email

"Intelligent, engaging and a wonderful journey through Long Island's maritime history narrated by a sailing pirate born too late...Kudos..." Ed Brown, via email

"WindCheck is great – it's important! It helps create the community. We wouldn't get all of this information pulled together anywhere else." Alan Sugarman, New York, NY

"It is just the best magazine out there...period!" Bob Oliveira, Hamden, CT

Reader Statistics

An independent survey reveals:

- over 70% of our readers contact advertisers.
- 40% utilize both the print and online magazine
(our award-winning website receives more than 10,000 page views a month)
- 55% earn more than \$150,000+
- 77% pick up every issue
- 88% own a boat
- 51% pickup *WindCheck* at a yacht club,
37% at a boating retail store

Advertisement Requirements & Specifications

- Ad reservations are due by the 11th of the month prior to publication.
- Artwork is due by the 15th of the month.
- Ads will be accepted in InDesign, Illustrator or Photoshop formats. Please include all fonts, photos and graphics.
- EPS, TIF and press-ready PDF files also acceptable. Files should be CMYK, and a minimum of 200 dpi.
- If you cannot provide an ad, we can help. (Special charges may apply at a rate of \$75 per hour)

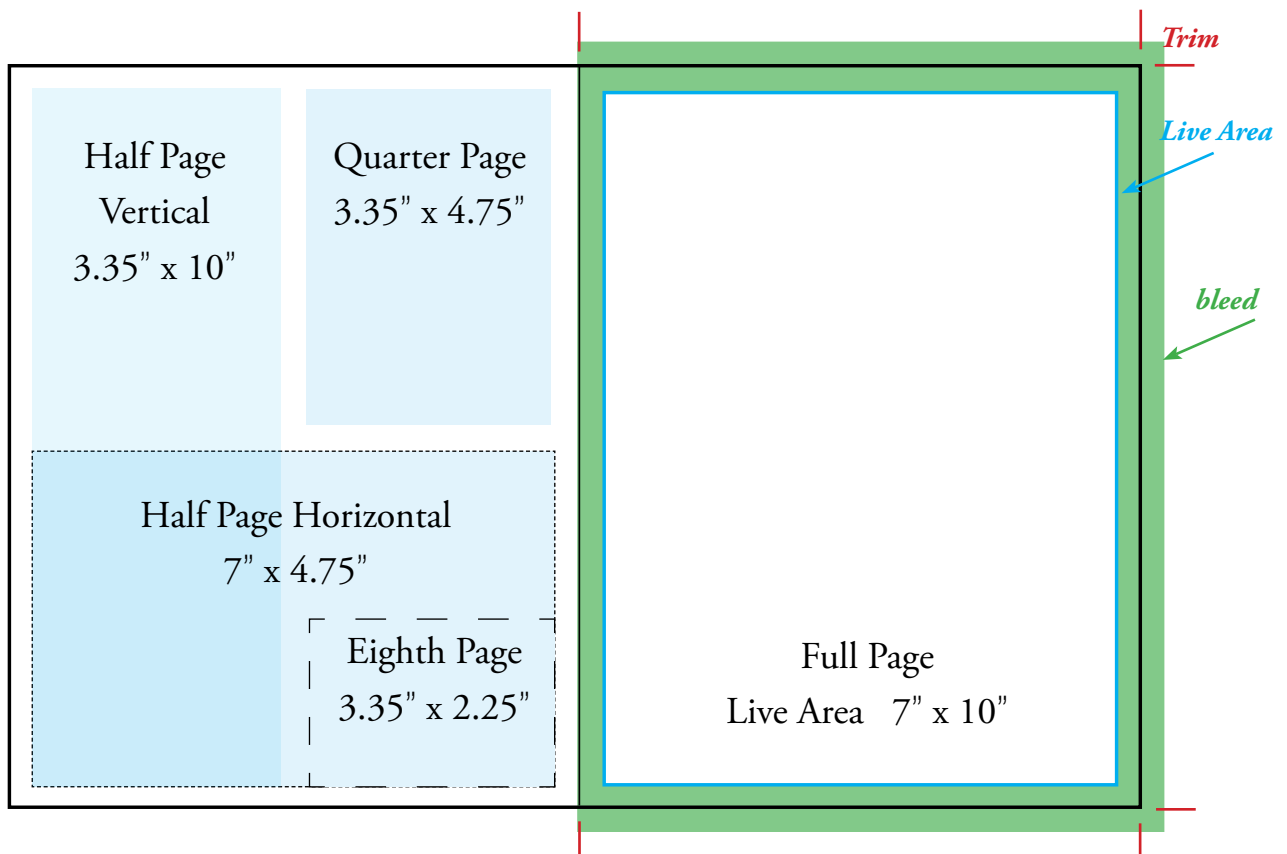
Net Ad Rates (per insertion) Includes full color

	Back cover	IFC/IBC	Full page	1/2 page	1/4 page	1/8 page
1 Issue	\$1,455	\$1,268	\$1,197	\$780	\$456	\$319
3 Issues	1,268	1,152	1,106	659	428	258
8 Issues	1,185	1,014	992	626	401	242
10 Issues	1,058	972	954	599	340	204
Brokerage	N/A	972	954	599	340	204

Classified: \$30 per inch

Ad Specifications

Trim	8.125" x 10.625"
Back Cover live area	7" x 10"
with bleed	8.625" x 11.125"
Full page live area	7" x 10"
with bleed	8.625" x 11.125"
1/2 page horizontal	7" x 4.75"
with bleed	8.625" x 5.625"
1/2 page vertical	3.35" x 10"
with bleed	4.175" x 11.125"
1/4 page no bleed	3.35" x 4.75"
1/8 page no bleed	3.35" x 2.25"



Advertising Insertion Order

This agreement reserves advertising space in *WindCheck Magazine* on behalf of:

Advertiser: _____

Agency: _____

For the following advertising insertions:

Issue(s): _____

Close Date: _____

Ad Specifications: _____

Size: _____

Desired Section _____

Rate: _____

Tax: _____

Total: _____

We understand and agree that this insertion order is binding upon the advertiser. If this agreement is cancelled, *WindCheck* reserves the right to collect the unpaid balance. Net payment terms: 50% at contract signing and remaining due upon ad approval. *WindCheck Magazine* reserves the right to not run submitted advertisements and is not responsible for differences in advertisement content that does not substantially affect the advertisement.

Confirmed by: _____

Date: _____

Signature _____

Printed Name _____

Company _____

Send Invoice to:

** A 1.5% monthly interest charge will apply to unpaid balances over 30 days.*

WindCheck accepts



WindCheck Magazine, P.O. Box 195
Stratford, CT 06615
phone 203-332-7639
www.windcheckmagazine.com

WindCheck
Sailing The Northeast

WindCheck 2018 Online Advertising Media Kit

www.windcheckmagazine.com



Winner of the 2009 North American Marine Industry Website Award for Best Site - Editorial Content

Ad Positions

Leaderboard 728 x 90 (top of site common to all pages)

Medium Rectangle Right 300 X 250 (right, common to all pages)

File Types: Files can be Flash or Images (GIF or JPEG). Ads click through to client's URL.

On-line Advertising Rates Per Month

On-line Opportunities

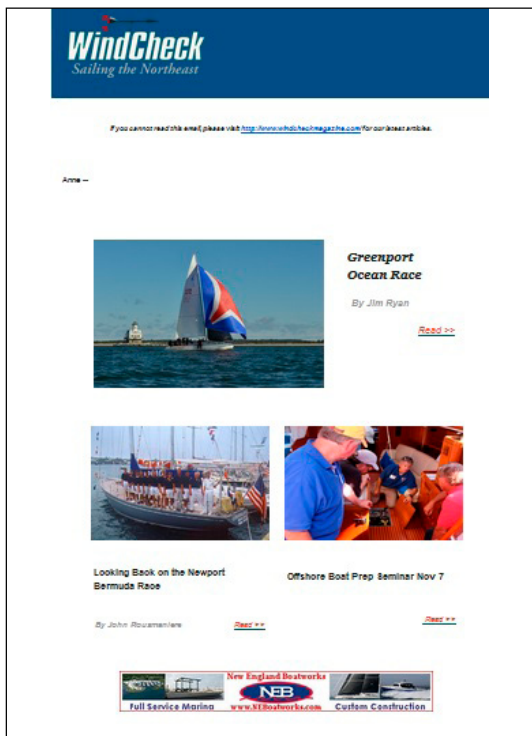
	1 month	4 months	8 months	12 months
Leaderboard Banner	\$150	\$125	\$110	\$95
Medium Rectangle	\$100	\$85	\$75	\$55

Monthly e-Newsletter Sponsorship

\$500 Email blast reaches 6,000+ qualified boaters and industry professionals.

Integrated Marketing Programs

WindCheck is a fully integrated print and online boating resource. Combining print and online advertising is very powerful. Think about the last time you saw an ad in a newspaper, television or heard it on the radio and went online to learn more about it. Magazines drive consumers to websites. A study commissioned by Google confirms companies greatly improve their presence on the internet through print advertising: 72% of people who responded to a print ad actually made the purchase and 64% pay more attention to print ads. Please call us to discuss an individualized campaign.



All ads run on a pre-paid basis
Web content subject to *WindCheck* approval

For more information, please contact
WindCheck at 203-332-7639
or email contactus@windcheckmagazine.com.