WindCheck *Advertising Information*

2019

In Print & Social: *WindCheck* reaches more sailors from New York to Cape Cod than any other publication. This Community loves the water and the coastlines of Long Island Sound, Narragansett Bay, Buzzards Bay and beyond. And this Community does more than just sail. Powerboating, kayaking, paddle boarding, and high performance sailcraft including foilers, multihulls and iceboats, this Community does it all on the water.

Curating our content for this Community is our number one priority, which makes advertising in *WindCheck* so powerful. Ten times per year, we publish local content they care deeply about. From junior sailing to family cruising, regional racing and New York Yacht Club American Magic, the Rhode Island-based America's Cup team, *WindCheck* is the source.

CT Spring Boat Show at Essex Island Marina, Essex, CT, May 3-5, 2019
WindCheck runs this unique, in-water boutique show in beautiful Essex, CT. In 2018, we raised over $10,000 for Sails Up 4 Cancer via a recommended $5 donation at the gate. More than 2,000 visitors viewed over 1,800 feet of boats and 20 "nautical only" shoreside vendors.



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Distribution and Content

Print Distribution

WindCheck is published ten times per year, distributing 30,000 copies to over 1,000 locations including yacht clubs, marinas, chandleries, delicatessens, liquor stores and restaurants, as well as waiting rooms and lobbies of regional professional services offices. We are present at regional events such as boat shows, seminars and regattas.

Web, Social and e-updates

In Q1 of 2019, *WindCheck* will launch a totally new website and a much improved bi-monthly e-mail program. Currently windcheckmagazine.com has 10,000 unique visitors per month. We have over 1,600 followers on Facebook and an opt-in email list of over 6,000. We are planning on doubling these figures in 2019.

Our Content

WindCheck has eight features per issue that are "must reads" for the Community. Our **Checking In** section covers community and industry news with a very local perspective. The **Calendar** and **Classified** sections are also favorites, and there are five regular contributors in every issue:

Captain of the Port: Vincent Pica, a Commodore of the U.S. Coast Guard Auxiliary First District, Southern Region, provides safe boatong.

The Boating Barrister: John K. Fulweiler, Esquire, a Newport, RI-based Proctor-in-Admiralty, shares tips for navigating tricky legal waterways.

Coop's Corner: Contributing Editor Joe Cooper muses on everything from his time as a young sailor in Australia and an America's Cup crewman to exciting opportunities for today's junior sailors.

Up to Speed & Smarts with Dells: Added in 2018, world champion and America's Cup sailor David Dellenbaugh helps you sail faster and smarter.

Sound Environment: Non-profit organizations share information about efforts to preserve and protect the oceans, and ways for every sailor to get involved.

Our feature articles (2 to 4 per issue) follow traditional seasonal topics:

Winter: Frostbite sailing, adventure stories, and winter projects

Spring: Boat commissioning, junior program previews for kids and parents, and regatta planning for the coming season

Summer: Cruising destinations, regatta reports and How-To content

Fall: Boat shows, racing round-ups, decommissioning, and the Holiday Gift Guide.

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Demographics

- Over 70% of our readers contact advertisers
- 40% utilize both the print and online magazine
- 77% pick up every issue
- 88% own a boat

There are over 600,000 sailing participants ("casual" and "core") in the *WindCheck* distribution area.

- Sailing participants are 55% male, 45% female.
- 50% of all Sailing participants are between ages 25 to 54.
- 38% of all Sailing participants have a household income of under $75,000 per year.
- 55% earn more than $150,000.
- 56% of all Sailing participants have a college degree or higher.

Sources: Independent surveys from Quinnipiac University and SFIA Single Sport Report, both in 2015



In addition to our 1000+ Distribution Outlets, 2019 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

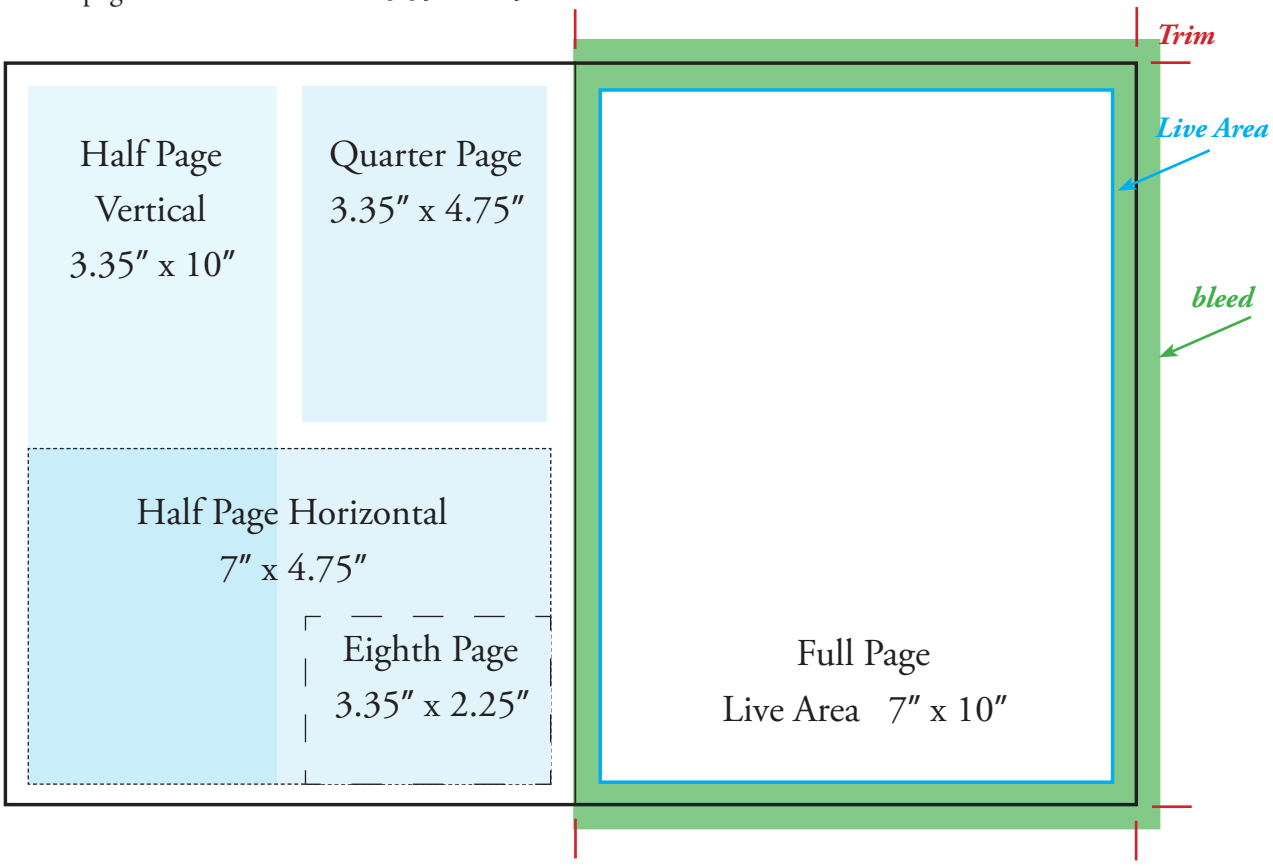
© Mary Alice Fisher/maryalicefisher.com

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)

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"



Online 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.

2019 Advertising Rates

❄ *Print*

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	$1,550	$1,370	$1,250	$800	$450	$300
3 Issues	1,450	1,350	1,200	750	420	260
8 Issues	1,285	1,150	1,000	650	401	240
10 Issues	1,200	1,000	950	600	340	200
Brokerage	N/A	1,000	900	550	340	200

Classifieds: $35 per column inch.
For example, most simple boat listings with photo are $70 and include website placement

❄ *Windcheckmagazine.com*

Net On-line Ad Rates	1 month	3 months	8 months	12 months
Leaderboard Banner	$250	$225	$200	$150
Medium Rectangle	$175	$125	$100	$90
Permanent Medium Rectangle Served in rotation of 3	$110	$100	$90	$80
E-News Sponsorship (6,000+ opt in list)	$500	$450	$350	$300

❄ *Connecticut Spring In-Water Boat Show*

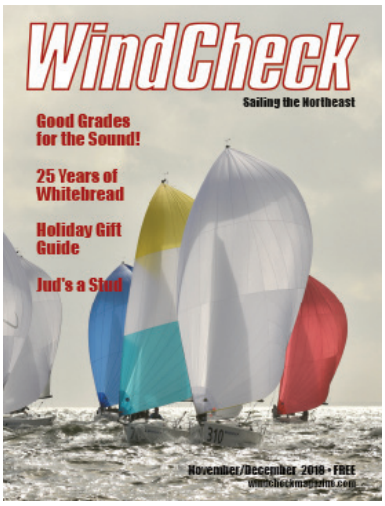
Exhibitors and sponsors receive the "8 issue" rates in *WindCheck Magazine* and 8 month Online and E-news rates

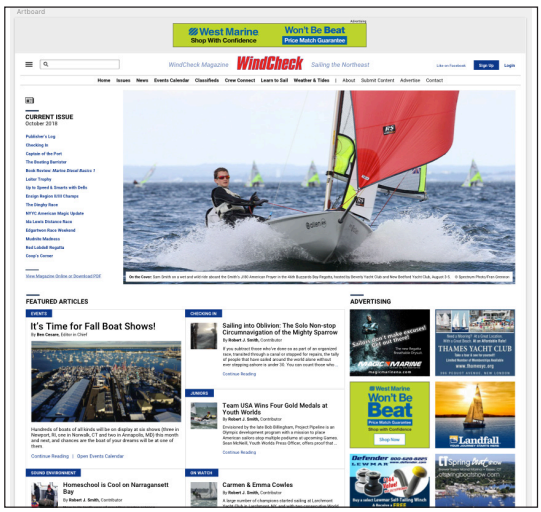
On Shore:
Exhibits for nautical exhibitors only: $550 per 10'X10", comes with table, chairs and tent sides.

In Water
Sail and Power, electric included
0-20': $500, 20'-30': $600, 30'-40': $700, 40'-50': $800, 50': $900

Additional Sponsorships available







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* MasterCard & VISA

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WindCheck
Sailing The Northeast