

# Houseboat Magazine



**2015 Media Planner**

Increase your marketshare

DIGITAL SOCIAL WEB VIDEO EVENTS NEWS PRINT

We  Houseboating



# Houseboat Magazine

*Houseboating is a lifestyle and a way of life that says, "goodbye" to the worries of every day and "hello" to good times, family fun, and relaxation.*



*Houseboat magazine serves as the most used and trusted resource for houseboaters to learn about the industry and enjoy stories and photographs that speak directly to this unique lifestyle. Houseboaters have a passion for their lifestyle, and for years nothing has fed their enthusiasm more than Houseboat magazine. Our readers expect insightful information and compelling stories and that is exactly what they get and much more.*







# What's Inside Each Issue

## At the Helm:

*This is a special note from the editor where we evaluate trends within the industry and draw on our own experiences to connect with the readers.*

## Bow to Stern:

*Houseboating places, faces, views, news, products and more.*

## Living Aboard:

*Real stories about real people living the houseboating lifestyle. There are tips from how to handle pets aboard to how to remodel your houseboat, etc.*

## Discover Houseboating:

*This is a recurring column that focuses on advantages of houseboating as well as its unique benefits.*

## Features:

*Our features cover everything from manufactures, to new products, to marina activities, industry news, financing, fundraising, and much more.*

*Because Houseboat magazine is published six times a year, the magazine is highly anticipated by readers and is saved for months. Our readers refer back to their copies for up to a year or more. This means an ad in Houseboat magazine will be working for you long after other publications and print media hit the recycling bin or electronic media is off the air. Advertising in this publication puts your message in front of 25,000 valuable readers and discerning consumers. Houseboat magazine provides advertisers with a powerful arsenal of marketing solutions to promote your brand, increase visibility, and expand your customer base.*



# Houseboat Magazine

 **HARRIS PUBLISHING, INC.**  
360 B Street • Idaho Falls, ID 83402  
208-524-7000 • Fax: 208-522-5241





DIGITAL • SOCIAL • WEB • VIDEO • EVENTS • NEWS • PRINT

# Houseboat

# MULTI-MEDIA PLATFORM

**PARTNER WITH HOUSEBOAT MAGAZINE...GET CONNECTED!**

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



HOUSEBOAT MAGAZINE'S  
**NATIONAL Houseboat  
EXPO**



**zinio™**



**Circulation:** Each issue: 25,000

**Reader Profile: Ownership:** 75.6% currently own a houseboat\* **Age:** 70.8% are between the ages of 41-60\*

**Renters:** We have access to 8,500 people who have rented houseboats in the last three years\*

\*Our total controlled circulation goes to a highly targeted and effective audience of avid boaters. We research and invest in multiple mailing lists that are comprised of boat owners, recent boat purchasers, and state boat registrations. This targeted distribution insures that your advertising message reaches a qualified and motivated audience which adds value to your advertising investment in Houseboat magazine.

*Houseboat magazine has teamed up with the LARGEST and most POWERFUL digital newsstand companies around. Zinio is more than a mobile reading application. They've spent the last decade creating the digital editions of the magazines you love, delivering the exact same material you get in print, plus exclusive features like video, audio and live links, on your iPad, iPhone, desktop and laptop.*

*When it comes to social media, Houseboat magazine is leading the industry by providing interesting boating tips, information and entertainment. Keep an eye on our Facebook page for weekly updates as our following continues to grow each day. As one of our advertising partners, we will deliver your message to our many fans. Our team takes pride in keeping our fans in the know with exclusive industry updates. The people know they can come to us for relevant updates.*

*Houseboatmagazine.com is the leading resource for houseboat information. Our website offers a complete listing of houseboat manufactures and after market products that is second to none. We include great lifestyle stories, tech tips, video testing and more. If you want to increase your exposure, houseboatmagazine.com has everything you need.*

*Houseboat magazine continues to lead this segment of the boating industry. As our circulation and readership grows, our advertisers continue to gain exposure to the very people who buy their products. You will not find another or as high quality publication that is 100 percent dedicated and focused on houseboats. Your advertising dollars spent in Houseboat magazine are most effective, efficient and focused.*

*The National Houseboat Expo is the world's only show dedicated to houseboating. The unique style and class of the Houseboat Expo brings qualified buyers from all over the world. Unlike traditional boat shows, we specifically target qualified buyers and invite them to come to this one-of-a-kind event. This insures that you, as an exhibitor come away with a fantastic return on your investment. **The Expo is held at the State Dock Marina, Jamestown, Ky., each year** and continues to offer the best in houseboats and houseboating products. Quite simply, there is not a show in the world like this one! Whether you are a houseboat manufacturer or have houseboat aftermarket products or accessories, this show is a must for your exhibit plans!*



# Houseboat

Houseboat Magazine offers you the complete multi-media package you need to reach qualified buyers

## 2015 Advertising Rates Advertising Deadlines

### Rates - Print Advertising

FOUR COLOR	1X	3X	6X
Full Page	3860	3737	3613
Two-Thirds	3228	3120	3012
Half	2324	2228	2136
Third	1711	1617	1521
Sixth	952	865	849
Back Cover	4288	4370	4041
Spread	7273	7025	6776



#### PAGE SIZE SPECIFICATIONS

Magazine Trim Size:  
8" x 10-3/4"  
Full Page Live Area:  
7-1/16" x 10"  
Spread Live Area:  
15-1/8" x 10"  
Spread Bleed Size:  
16-1/4" x 11"  
Full Page Bleed Size:  
8-1/4" x 11"  
Binding Method:  
Saddle Stitched

Issue	Ad Space	Ad Material	Mail
Jan/Feb	10/31/2014	11/06/2014	12/04/2014
Mar/April	01/08/2015	01/15/2015	02/10/2015
May/June	03/05/2015	03/12/2015	04/07/2015
July/Aug	05/07/2015	05/14/2015	06/10/2015
Sept/Oct	07/09/2015	07/16/2015	08/10/2015
Nov/Dec	09/17/2015	09/24/2015	10/16/2015

### Rates - Web Advertising

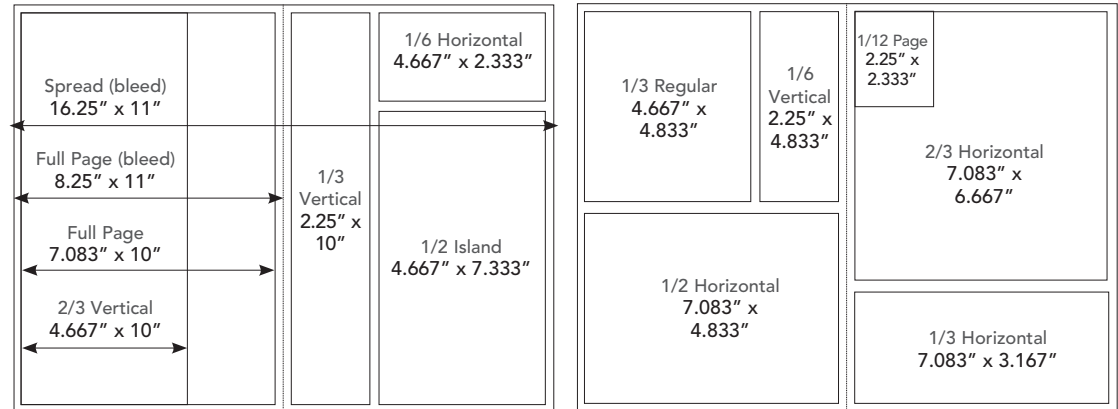
Enhanced Listing 375/per year  
Banner/Tower Ads 1125/per year

### Extended Services

Harris Publishing offers a full line of marketing services including: Direct Mail, Brochure Design & Printing, Catalog Design & Printing, and E-mail Blasts

### Aftermarket Section

Call for rates. Up to 40% discount.\*



#### MECHANICAL REQUIREMENTS

Materials MUST be submitted in electronic format. If you need assistance in this matter, please contact your sales rep.

#### FOLLOWING ARE GUIDELINES IN SUPPLYING YOUR MATERIALS:

**PHOTOS:** Tiff preferred, EPS acceptable. All files RGB. Never CMYK. All photos should be provided at 350 dpi. Internet Web photos at 72 dpi are not acceptable for print media. Artwork: Adobe Photoshop, Adobe Illustrator (Mac, PC) all text converted to outlines.

**ARTWORK:** Adobe Photoshop, Adobe Illustrator (Mac, PC) all text converted to outlines. All files must be CMYK. No RGB.

**ADS:** Indesign; **NO PageMaker.** Include ALL fonts (printer and screen). Also send all artwork and photos. All files must be CMYK. **No RGB.** High-resolution (350 dpi) PDF files are also acceptable. Two color ad material must be supplied as four color process. Magazines are printed at 175 line screen.

**MEDIA SUPPORTED:** CD, DVD, e-mail, FTP. Contact your account executive for e-mail and FTP address. Harris Publishing, Inc. is not responsible for electronic files that print incorrectly due to problems with your file. We reserve the right to substitute fonts in such cases where the fonts are not supplied with the ad file. Fonts will be chosen to match as closely as possible.

**COMMISSIONS:** 15 percent to recognized agencies for agency-supplied ads.

**NOTE:** Publisher will charge for additional make-ready costs, including layout, typesetting and scans. Production will be billed at cost. Publisher will not honor advertising agency's 15 percent commission if any account remains unpaid for 90 days. **Inserts/Polybag/Direct Mail/List Rental:** Visit with your account executive for details and pricing. Advertiser Index provided for all advertisers.

#### TERMS AND CONDITIONS

Print cancellations not accepted after closing date. Online cancellations can be made anytime subject to short rate and per-day adjustments. All advertisements are subject to acceptance by

publisher and the advertising contract is therefore deemed to have been entered into in Idaho Falls, Idaho, and governed by the laws of the State of Idaho. Both publisher and advertiser consent to that jurisdiction. Orders are accepted subject to the terms and provisions of our current Advertising Rate Card, which will prevail in case of any inconsistency or conflict with advertiser's order.

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Publisher is not responsible for the content of advertisements nor for claims arising from contents of advertisements. Publisher will not honor advertising agency's 15 percent commission if any account remains unpaid for 90 days. Should any monies required to be paid hereunder not be paid as set forth in the invoice, the advertiser shall pay publisher, in addition to the monies owed, a delinquent charge equivalent to the maximum legal rate of interest and expenses of collection including attorney's fees. Should reproduction materials for scheduled advertisement fail to arrive by deadline date, publisher reserves the right to repeat most recent material on hand.



\* Call today for complete details.

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OR

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**The National Houseboat Expo is the world's only show dedicated to houseboating.** *The unique style and class of the Houseboat Expo brings qualified buyers from all over the world. Unlike traditional boat shows, we specifically target qualified buyers and invite them to come to this one-of-a-kind event. This insures that you, as an exhibitor come away with a fantastic return on your investment. The Expo is held at the State Dock Marina, Jamestown, Ky., each year and continues to offer the best in houseboats and houseboating products. Quite simply, there is not another show in the world like this one! Whether you are a houseboat manufacturer or have houseboat aftermarket products or accessories, this show is a must for your exhibit plans!*



HOUSEBOAT MAGAZINE'S  
**NATIONAL Houseboat**  
**EXPO**  
ON WATER 2015

June 5-7, <sup>at</sup> *State Dock*  
**2015**

LAKE CUMBERLAND, KENTUCKY

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





## Tested...

Even during tough economic times, the National Houseboat Expo continues to deliver a highly-qualified audience year after year.

## Marketed...

The Expo is unique in that it offers its exhibitors an unmatched amount of exposure through the number one industry magazine, *Houseboat* magazine and the most-powerful houseboating websites; [www.houseboatmagazine.com](http://www.houseboatmagazine.com) and [www.houseboatexpo.com](http://www.houseboatexpo.com).

But that's not all... we add to the marketing by targeting qualified attendees with an aggressive and effective marketing plan.

## Proven...

The National Houseboat Expo has been running strong for over 13 years.

