

ALL AT SEA

CARIBBEAN

2010 MEDIA KIT

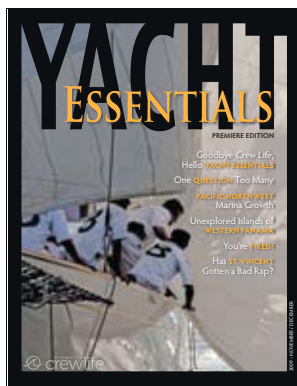


PRODUCTS



ALL AT SEA *The Caribbean's Waterfront Magazine*

Since 1993 we have been bringing the maritime news and views to the Caribbean region. It's become required reading for the visiting cruisers, megayacht crew, itinerant racers, fishing teams and industry natives alike. Take a stroll with us and see the Caribbean through our eyes. **MONTHLY**



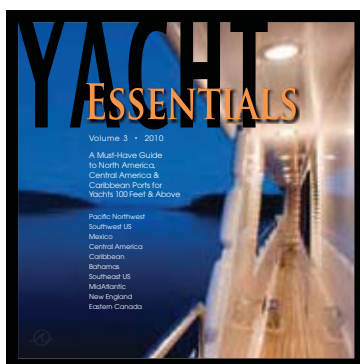
YACHT ESSENTIALS MAGAZINE *For Owners, For Captains, For Crew*

For Owners, For Captains, For Crew... Working with professionally crewed yachts is a complex task as there are multiple buying parties and sometimes you need buy-in from all three. Walk with us as we explore their geographically diverse world. **6x/YEAR**



FIRST MATE *The Caribbean's Marine Service Directory*

Many islands, many languages, many governments and many currencies, how do you get anything done? FIRST MATE bridges the gap with an annual directory of marine services. Get to them before they need to get to you. Pick up a copy at any of the key marinas, chandleries and provisioners throughout the Caribbean to help build a reputable rolodex of professionals. **ANNUAL**



YACHT ESSENTIALS *A Must-Have Guide to North American and the Caribbean Ports for Yachts 100ft +*

Can you accommodate yachts greater than 30 meters? If so... Congratulations, because not many ports can! Captains and Crew demand the information on this specialized level of service. Help us on this journey to shine the light on the capabilities of the ports from Maine to Aruba. Yacht Essentials is the Annual Port-to-Port Guide to: Yards, Capable Marinas, Qualified Marine Services (Engine, genset, watermaker, bunker, fuel, oil, suppliers), Crew Accommodations, Key Port Information (Hotels, Restaurants and Night Clubs, Gyms, Spas, Provisioners, Chandleries, Car Hire), Port Attractions, Major events over the next year. **ANNUAL**

DISTRIBUTION

Newport, RI
 Boston, MA
 Annapolis, MD
 San Diego, CA
 Miami/
 Ft. Lauderdale, FL

Our distribution focus is highest in the Northern Caribbean and the key ports that funnel into the Caribbean.

BREAKDOWN OF DISTRIBUTION BY VOLUME OF MAGAZINES

| | |
|------------------------------------|-----|
| Miami / Ft. Lauderdale / Annapolis | |
| Newport / Boston / San Diego | 17% |
| Freeport, Grand Bahamas | 1% |
| Turks and Caicos | 1% |
| Dominican Republic | 2% |
| Puerto Rico | 13% |
| St. Thomas, USVI | 15% |
| St. John, USVI | 1% |
| St. Croix, USVI | 1% |
| British Virgin Islands | 10% |
| Anguilla | 1% |
| St. Maarten/St. Martin | 10% |
| St. Barth | 1% |
| Antigua and Barbuda | 3% |
| Guadeloupe | 2% |
| Dominica | 1% |
| Martinique | 2% |
| St. Lucia | 2% |
| St. Vincent and The Grenadines | 2% |
| Grenada | 3% |
| Trinidad and Tobago | 3% |
| Curacao | 2% |
| Aruba | 1% |
| Colombia/Venezuela | 3% |

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Distribution Venues

- Cruising Rallies
- Boat Shows
- Charter Yacht Shows
- Hand Delivered to Yachts
- Marinas
- Chandleries
- Provisioners
- Marine Focused Businesses
- Regattas
- Fishing Tournaments

READERSHIP

Where are your customers coming from?

People like to plan ahead. Think about it, what do you do when you are getting ready for a voyage? Research... Our readership is no different.

We think that the distribution that counts is not necessarily what's on your island but where else it can be found before they get to you? Our research shows that once they arrive on your island they will use word of mouth and proximity as their main selection criteria.

With this thought in mind, the All At Sea products are designed to get to them first while they are still in the planning process. Life moves quickly, let us help you stay in the front of their minds.

CARIBBEAN SEASON



ALL AT SEA

The Caribbean's Waterfront Magazine

All At Sea has been a cornerstone of the Caribbean marine industry for over 15 years. Established as a community magazine, where it is fun to see and be seen. Our monthly content includes:

- Multi-Month Event Calendar
- Caribbean News
- Yacht Club News
- Event Promotion and Coverage
- Instructional Tips and Tricks
- Humorous World Renowned Columnists
- Caribbean Cooking Recipes
- New / Used Brokerage Section
- Boat Gear and Free Classifieds



Editorial Calendar

| | | | |
|-----------------|---|------------------|--|
| January | Bitter End Bucket Superyacht Regatta St. Maarten Classic Regatta | August | Boy Scout Fishing Tournament -The Super Bowl of Marlin Fishing San Juan International Fishing Tournament |
| February | Miami International Boat Show St. Croix International Regatta | September | Various Caribbean Fishing Tournaments |
| March | St. Maarten Heineken Regatta St. Thomas International Rolex Regatta BVI Spring Regatta Antigua Megayacht Challenge | October | Annapolis Sailboat Show Annapolis Powerboat Show |
| April | Antigua Classic Yacht Regatta | November | Rallies all leave their respective ports to the head to the Caribbean including: <i>the ARC (MED), NARC (Newport), Caribbean 1500 (Hampton VA)</i> Start of the Charteryacht Show Season in the USVI and BVI |
| May | Antigua Sailing Week | December | Major Charteryacht Shows in St. Maarten / Antigua Superyacht Cup in Antigua |
| June | Various smaller regattas and fishing tournaments | | |
| July | July Open Fishing Tournament | | |



ALL AT SEA RATES

Frequency monthly (12 issues per year)

Circulation approximately 16,000 per month (*Varies depending on monthly events. See editorial calendar*)

Trim Size 8.5" w x 10.875" h

All At Sea Rate Card all prices in USD

| Display Ad Size | 1x/year | 2-3x/year | 4-6x/year | 7-12x/year |
|---|---------|-----------|-----------|------------|
|  Full Page (1 page) Bleed 8.75" w x 11.13" h No Bleed 7.75" w x 10" h | \$1,730 | \$1,455 | \$1,325 | \$1,200 |
|  1/2 Page H 7.75" w x 4.85" h V 3.8" w x 10.00" h | \$985 | \$835 | \$745 | \$650 |
|  1/4 Page V 3.8" w x 4.85" h | \$560 | \$475 | \$410 | \$355 |
|  1/8 Page H 3.8" w x 2.35" h V 1.85" w x 4.85" h | ----- | ----- | \$220 | \$199 |

Discounts

- 2 Pages -10%
- 3 Pages less -15%
- 4 Pages or more less -20%
- Automatic Credit Card Payment less -5%
- Annual Prepay less -10%



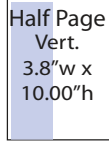
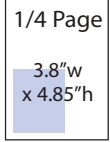
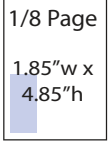
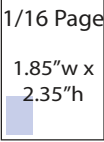
Premiums

- Inside Front Cover & Inside Facing +15%
- Before Table of Contents +10%
- Back Cover (when available) +35%
- Guaranteed Position +10%

BROKERAGE & CLASSIFIEDS

When buying a boat in the Caribbean people count on one source – All At Sea. Don't get left out. Start promoting your fleet of used/new boats today in the only print brokerage section in the Caribbean region. Our strong readership Caribbean Wide and the US marine capitals creates a powerful solution for your clients.

See Display Ad rates below. Text classifieds are free. Keep them to 40 words or under.

| | | | | | |
|--|--|---|---|--|--|
|  Full Page Bleed 8.75" w x 11.13" h \$800 |  Half Page Horiz. 7.75" w x 4.85" h \$400 |  Half Page Vert. 3.8" w x 10.00" h \$400 |  1/4 Page 3.8" w x 4.85" h \$200 |  1/8 Page 1.85" w x 4.85" h \$100 |  1/16 Page 1.85" w x 2.35" h \$50 |
|--|--|---|---|--|--|

Deadlines

| ISSUES | JAN | FEB | MAR | APR | MAY | JUNE | JULY | AUG | SEPT | OCT | NOV | DEC |
|-------------------|-------|-------|------|------|------|------|------|------|------|------|------|-------|
| space reservation | 11/25 | 12/25 | 1/25 | 2/25 | 3/25 | 4/25 | 5/25 | 6/25 | 7/25 | 8/25 | 9/25 | 10/25 |
| artwork due | 12/1 | 1/1 | 2/1 | 3/1 | 4/1 | 5/1 | 6/1 | 7/1 | 8/1 | 9/1 | 10/1 | 11/1 |

FIRST MATE

The Caribbean's Annual Marine Services Directory

One of the things that we love about the Caribbean is the lack of development. Of course, when you want something to get done, you want it done now and more importantly by the right team. We've taken the hassle out of finding the right resource.

Our goal was to keep it simple. We broke the directory up into three sections:

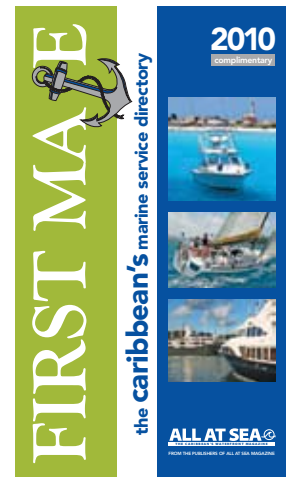
- Listings by Island by Category
- Listings by Category
- Listings in Alphabetical Order

Is your business listed? If not, why not?







Frequency Annual

Circulation 20,000

Trim Size 5" x 8.5"



First Mate Rate Card all prices in USD

| | Ad Size | Annual Rate | Annual Rate with Prepaid Discount |
|---|--|-------------|-----------------------------------|
|  | Full Page Spread (2 pages) Bleed 5.25"w x 8.75"h per page No Bleed 4.17"w x 7.75"h per page | \$2250 USD | \$2025 USD |
|  | Full Page (1 page) Bleed 5.25"w x 8.75"h No Bleed 4.17"w x 7.75"h | \$1250 USD | \$1125 USD |
|  | 1/2 Page H 4.17"w x 3.8"h V 2"w x 7.75"h | \$750 USD | \$675 USD |
|  | 1/4 Page H 4.17"w x 1.85"h V 2"w x 3.8"h | \$450 USD | \$405 USD |
|  | 1/8 Page H 2"w x 1.85"h | \$270 USD | \$243 USD |
|  | 1/16 Page V 2"w x .85"h | \$175 USD | \$158 USD |

Discounts

2 Pages (non-spread) -10%
3 Pages less -15%
4 Pages or more less -20%
Automatic Credit Card Payment less -5%
Annual Prepay less -10%

Premiums

Inside Front Cover & Inside Facing +15%
Before Table of Contents +10%
Back Cover (when available) +35%
Guaranteed Position +10%

Deadlines

space reservation 6/15/10
artwork due 7/01/10

ARTWORK SPECS

Digital Specifications for Print Ready Artwork

Preferred File Format:

Print ready TIFF, Flattened PDF or EPS format at 300dpi

Media Requirements:

- CD-Rom (We DO NOT return cds).
-Material instructions and printed proof of artwork must accompany the cd

Electronic Transfer:

- E-mail (depending on size of ad) nicole@allatsea.net
- Internet/FTP
-Instructions for electronic transfer are available from the All At Sea production department. nicole@allatsea.net

Document Construction:

- All colors must be CMYK
- Bleed must be set to 0.125"
-Build pages to trim and extend bleed 1/8" beyond page edge on all sides.
-Retain all live matter at least 5/16" from final trim.
-Trim size for each publication varies. Please see individual rate card for trim size
- 300 dpi resolution

Need Help Designing Your Artwork?

Our Art Department will work with your company to design an ad that effectively gets your message across to our readers.

Design Service Fees: \$50/hour. *Minimum of 1 hr.*

Requirements: Hi res logos and images must be provided.

PAYMENT TERMS

All payments are expected in US Dollars.

We Accept:

- US Draft Checks
- Wire Transfers (Please contact us for Wiring Instructions)
- Credit Cards (Visa, Mastercard and American Express)

Don't Forget our Two Discounts!

- Automatic Credit Card Payment = 5% Discount
- Annual Prepay = 10% Discount (applies to All At Sea and Crew Life only)