



2008 **OCEAN
EXPLORER**



**Introducing *Ocean Explorer*:
the new, annual publication
delivering your market *in the
moment* when plans & major
purchases are being made...**

...Reach one of the most desirable, upscale marine markets with Ocean Explorer: hands-on, ocean going owners of boats in the 30-70' range.



Ocean Explorer captures the adventure of blue water cruising when it matters most to advertisers – at the planning stage – when high net worth individuals are making major purchasing decisions.

Launching soon from the editors of *Power Cruising* and *Cruising World* Magazines, *Ocean Explorer* is a new, annual publication and a “must” for both enthusiasts and advertisers. *Ocean Explorer* complements these two well known cruising publications as a once-a-year reference and buyers guide. An invaluable resource for sailors and power cruisers planning to traverse the world’s oceans and waterways – *Ocean Explorer* is an essential part of the marketing plans of savvy marine advertisers.



The editorial content of Ocean Explorer encompasses a wide range of ocean going topics – the perfect complement to related products & services.

From destinations, customs, communications and route planning to selecting, provisioning and readying the vessel of one’s dreams, *Ocean Explorer* provides an extraordinary vehicle and opportunity for advertisers to reach a high end readership *in the moment* – as crucial buying decisions are being made.

Uniquely market-focused yet affordable, Ocean Explorer is the perfect buyers guide – a custom made showcase for blue water boats, products & services including:



30 -70' Ocean Going Vessels, Power & Sail

Communications

Electronics

Systems

Tenders

Safety Gear

Engines & Power Plants

Apparel & Personal Gear

Maintenance Products

Marinas & Destinations



Ocean Explorer Display Advertising includes a comprehensive marketing program with power & reach far beyond the printed page:

- Advertising in monthly Ocean Explorer e-Newsletters
- Sponsorship of Ocean Explorer Seminars at Selected Boat Shows
- Online Advertising at OceanExplorerMag.com

Contact your Sales Representative today for details.

Frequency	Annual
Cover Date	2008
Reserve By	2/15/08
Materials Due	2/20/08
On Sale	April '08
Distribution	40,000 Copies via National Newsstand and Direct Sales to Cruising World & Power Cruising Readers

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Display Advertising Rates / 4 Color

Full Page	\$3995	1/3 Page	\$2035
1/2 Page Island	\$2855	1/4 Page	\$1650
1/2 Page	\$2595		

Brokerage Rates / 4 Color

Full Page	\$1995 Net
1/2 Page	\$1295 Net
1/4 Page	\$ 850 Net

Ship's Store Format Section / 4 Color

1/2 Page	\$1225 Net
1/4 Page	\$ 680 Net
1/8 Page	\$ 425 Net

Internet Resource Ads / 4 Color

1/16 Page	\$ 250 Net
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Classified Section Ads

Standard Classified Ad: \$2.95 per word, 15 word minimum. Display Classified Ad: \$140 per col. inch for b/w, \$180 per col. inch for 4/c.

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From The Editors of *Cruising World* and *Power Cruising Magazines*

**CRUISING
WORLD**

**POWER
CRUISING**