



# 2012 MEDIA PLANNER

**Pontoon & Deck Boat**  
MAGAZINE **PDB**

To advertise, contact:

Chris Searle  
208-542-2208

Greg Larsen  
208-542-2216

# WE'RE ONE OF A KIND



"Zero." That's how many options you have to directly target pontoon and deck boat enthusiasts other than with *PDB magazine*. No other magazine does what *PDB* does. Not *Boating World*, not *Trailer Boats*, not *Boating*. None.

Every issue of *PDB* is full of information and articles on pontoon and deck boat products and the lifestyle that surrounds them. You will never see an article on cruisers in *PDB*, nor will you see one on bass boats, ski boats or watercrafts. There's a reason why readers across the continent turn to *PDB* as the leading authority for information on pontoons and deck boats.

Put yourself in a buyer's shoes. If you wanted to do research in preparation to buying a new deck or pontoon boat, what magazine would you pick up first? If you are a pontoon or deck boat manufacturer or supplier of a related aftermarket product or service, or an ad agency who represents one, do yourself and your client a favor. Take advantage of the exclusive audience that *PDB* delivers by working with your Account Executive on a consistent advertising program in *PDB Magazine*.

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## WE SPEAK THEIR LANGUAGE

If you go to Germany you will connect with the German people much better if you speak fluent German. If you are attempting to talk to a teenager, knowing what he likes or how she thinks will dramatically increase the chances of you overcoming the generation gap.

Pontooners are no different. They are unique and they like to be recognized as such. When talking about fixing a steering cable, they want it presented to them in the context of a pontoon

boat, not a cruiser. Deck boaters are the same way. Their crafts are different than ski boats and they are proud of it.

The professional staff at *PDB* not only know what these boaters are all about; we personally use pontoons and decks as our preferred vehicle for boating. We walk the walk so we can talk the talk. We connect with our readers because we are pontoon and deck boaters ourselves. How many staff members of other boating publications can say that?



# 2012

## EDITORIAL CALENDAR

### Featured Content in Upcoming Issues

#### JANUARY

- Buyers Guide 2012. Our annual guide is a must-read issue that is devoted exclusively to the boat builders who only manufacture the best in your favorite kind of boat—pontoon and deck boats. This is the ultimate tool in selecting the right boat for you, and you'll also find articles on insurance, financing and more. Plus we'll give you the truth on extended warranties and if you should consider one or not. And we'll list remedies for the top consumer complaints in 2011.

#### FEBRUARY

- Trailer Care. When was the last time you took a "brake" and checked your trailer? In this issue we focus on brakes and other tips to get you ready for the season. Plus our insider tips we'll help you at the launch ramp, making your next outing a breeze. Included in this issue will be a look at the new 2012 outboards. Plus read about the results from our annual PDB Barrel Race and find out which pontoons came out on top in the four different categories.

#### BOAT TEST ISSUE

- Shootout 2012. In our special PDB Shootout issue we review and evaluate the latest pontoons and deck boats from our annual boat test. At our in-depth test we review dozens of current models from all corners of the industry and publish our findings in one complete issue. You'll get the low-down on prices, speed, cornering, horsepower, along with what we like and don't like about each boat tested.

#### MARCH

- Spring Checkup. Is your boat and engine ready for the upcoming season? Follow this checklist and we'll get you prepared for the start of your year. Getting your boat ready

and properly inspected can help prevent bigger issues that may be heading your way. Plus tips on waking up your boat from its hibernation nap. And we'll cover the fundamentals of boat lighting so you can see (and be seen) when you hit the water.

#### APRIL

- Fishing Spectacular: Our annual fishing issue is devoted to the love of fishing. Not only do we include the top fishing pontoon and deck boats, but we'll also cover fishing accessories as well as touch on portable rigging for those heading out on spring vacation. Plus tips on how to keep live bait alive and how to use it, hook selection and more. If you love fishing, this is the issue for you.

#### MAY

- History Lesson. In this issue we go back and look at the different innovations that have debuted at our annual Shootout Boat Test over the last 16 years. This timeline will help breakdown when key improvements first went from just an idea to standard feature today. And we'll cover one manufacturer's search for the oldest seaworthy boat they could find. Plus the look at the latest water toys as well as cover a pontoon adventure on the Muskingum River.

#### JUNE

- Under 19. Some pontoon boats may be getting larger and longer, but there's still plenty to be said for those 'toons 19 feet and under. In this roundup we'll highlight the specific models that are packed with amenities and features, yet are still under the 20-foot mark. Plus we'll cover navigation aids and safety tips as well as get you ready for AquaPalooza 2012, by highlighting how they celebrate on Lake Mead in Nevada.

#### JULY

- Holiday Boating. The Fourth of July on the water, it doesn't get any better. We head to the Golden State to celebrate America as we discover how pontooners spend their holiday on this California lake. And we'll cover how to properly secure your boat to the dock as well as explore the different options. Plus we'll spend a weekend at Lake Erie's Kelley's Island as we cruise, fish and discover this area on a loaded deck boat and we'll also help you get prepared for its annual Island Homecoming event.

#### AUGUST

- Boats On A Budget. From entry-level beauties to high-powered thrill rides, we sample the industry to discover the best values for your dollar in our mid-season roundup. Plus we look at stereo upgrades and the latest trends in music and boating as well as a do-it-yourself scallop safari on a deck boat in Florida.

#### SEPTEMBER

Old Man Winter. It's time to winterize and we'll provide you with tips on how to protect your boat this off-season and the steps you need to take to make sure it's ready to go next spring when you are. And it's not just about your boat, your trailer needs a little TLC as well as it prepares for its winter nap.

#### FALL

- What's New. This issue is where you'll be able to read about next year's boats well before they hit the boat show floor as we cover the new models and significant changes for 2013. From completely new model lines to great improvements made to existing boats, we'll give you a sneak peek plus get you prepared for the boat show season.

## OUR REACH

TOTAL NATIONAL READERSHIP

246,000

TOTAL CIRCULATION

82,000 Copies

TOTAL CONTROLLED\*

41,460 Copies

average per issue

TOTAL SUBSCRIBERS, NEWSSTAND & OTHER

31,840 Copies

average per issue

DEALERSHIPS/MARINAS

8,700 Copies

average per issue

DIGITAL / FREE MAGAZINES VIA OUR WEBSITE

POTENTIALLY REACHING MILLIONS OF BOATING ENTHUSIASTS EACH AND EVERY YEAR!

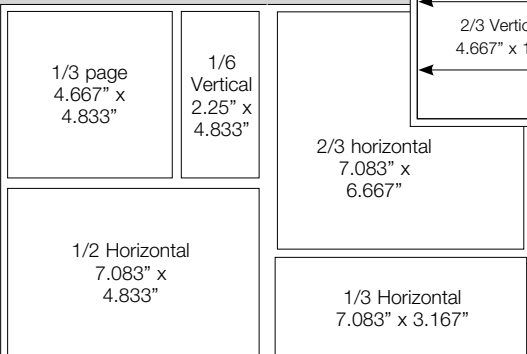
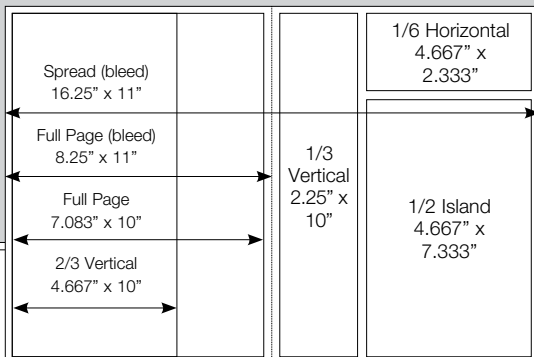
\* Our total controlled circulation goes to a highly targeted and effective audience of avid boaters. We research and invest in multiple mailing lists that are comprised of boat owners, recent boat purchasers, and state boat registrations. This targeted distribution insures that your advertising message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

# PONTOON & DECK BOAT MAGAZINE • 2012 • RATE CARD

EFFECTIVE JANUARY 2012

## DIMENSIONS

Trim Size.....8" x 10-3/4"  
 Live Area Page .....7-1/16"x10"  
 Live Area Spread .....15-1/8"x10"  
 Spread Bleed Size....16-1/4"x11"  
 Page Bleed Size .....8-1/4"x11"  
 Binding Method... Saddle Stitched



Broker Section: Call for pricing and restrictions

## DEADLINES

Issue	Ad Space	Ad Material	Mail
Buyer's Guide	11/10/2011	11/18/2011	12/21/2011
February	12/8/2011	12/15/2011	1/17/2012
Shootout	12/20/2011	12/28/2011	1/31/2012
March	1/19/2012	1/26/2012	2/24/2012
April	2/9/2012	2/16/2012	3/15/2012
May	3/15/2012	3/22/2012	4/19/2012
June	4/5/2012	4/12/2012	5/8/2012
July	5/3/2012	5/10/2012	6/6/2012
August	6/7/2012	6/14/2012	7/11/2012
September	6/28/2012	7/6/2012	8/1/2012
Fall/Winter	9/13/2012	9/20/2012	10/16/2012

## WORKIN' THE WEB

### "Power Package" Marketing The industry's ultimate on-line marketing program

It's pretty much expected in today's world—you must have an Internet presence. But is having a "presence" enough? No. It's not. To fully take advantage of the World Wide Web you must first fully understand its many different opportunities.

Whether it is through banner advertising on the main page, listings in the business directory or special e-mail promotions, we've got what it takes to boost your leads through digital media.

### Listings

\$525 Enhanced

### Banner/ Tower Ads

\$1600 Banner  
 \$1450 Tower

### Digital Reprints

\$250

### Digital Brochures

\$500

### EXTENDED SERVICES

Harris Publishing offers a full line of marketing services including:

- Direct Mail
- E-mail
- Brochure
- Catalog Design
- Printing

If you need help, just give your Account Executive a call.

### BROCHURE, CATALOG AND SMALL-RUN MAGAZINE PRINTING

Did you know that nearly all of Harris Publishing's 15 different national magazines are printed by Falls Printing—a Harris Publishing-owned subsidiary? That's right. Using a 25-inch, 5-color Heidelberg Sheet-fed press, plus a myriad of other smaller presses, bindery equipment and label and mail equipment, Falls Printing can tackle just about any small-run job, including yours! Catalogs and magazines less than 50,000 press run are great candidates for Falls. Brochures and fliers of all run lengths are no problem. Call your sales rep today to get your next print bid started.

FOUR COLOR	1x	6x	Annual
Full Page	9258	8354	7829
Two-Thirds	7241	6533	6213
Half Page	5524	4986	4739
Third Page	3860	3481	2971
Covers 2nd or 3rd	9721	8773	8340
Back Cover	10184	9192	8737
Spread	18516	16711	15886

### AFTERMARKET SECTION

Call Chris Searle for Aftermarket pricing – 208-542-2208

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 208-542-2208

Greg Larsen  
 208-542-2216



**HARRIS  
 PUBLISHING INC.**

360 B STREET, IDAHO FALLS, ID 83402  
 PHONE: 208-524-7000 • FAX: 208-522-5241

# ADVERTISING REQUIREMENTS



## 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:

**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.

Send materials and advertising order to:

## PONTOON & DECK BOAT

360 B Street  
Idaho Falls, Idaho 83402  
Fax (208) 522-5241

## CONTACT INFORMATION

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