

# *WaterSki*



2010 Media Kit

# WHO WE ARE

**WaterSki**: the magazine that started it all. Launched in 1978 by World Publications founder and competitive skier Terry Snow, **WaterSki** magazine continues to be the ultimate authority and guidebook for experienced, dedicated skiers and novices alike. When the editors at **WaterSki** aren't delivering expert advice, valuable instruction and in-depth coverage of every facet of the sport, they're competing in world-class ski tournaments themselves and indulging in their passion.

## Whom We Reach

Experienced towed water-sports enthusiasts who aspire to hone their skill with the latest gear and techniques, as well as recreational towed water-sports enthusiasts looking for the best boats and equipment for their needs.

## How We Do It

**Boats** The annual Boat Buyers Guide, with nearly 100 exhaustive reviews of the latest, greatest ski and wakeboard boats, serves as the water-ski community's definitive shopping directory.

**Instruction** Expert tips and in-depth feature instructional articles jam **WaterSki** cover to cover, helping readers reach new personal bests or just have more fun than they thought possible.

**Inspiration** The sport's top photographers capture water skiing at its most pure with poetry-in-motion sets, the pros' special techniques and the world's best locations.

**Travel** Travel features uncover the globe's water-ski gems, from private-lake meccas to public-ramp party coves.



# READER PROFILE



Own a boat	85%
Own a slalom ski	88%
Own a wakeboard	84%
Own a combo pair	71%
Ski at least once a week in season	81%
Average spent on equipment annually	\$748
Average Age	43.7
Average HHI	\$157,600

Source: *WaterSKI* 2009 Reader Survey

# CIRCULATION



## Undisputed Leader Since 1978

That's why *WaterSki* is the number-one choice for advertisers who want to reach an expanding base of consumers in the towed water-sports community. *WaterSki* delivers the largest and highest-quality audience, which identifies with our staff of world-class skiers, wakeboarders, writers and photographers.

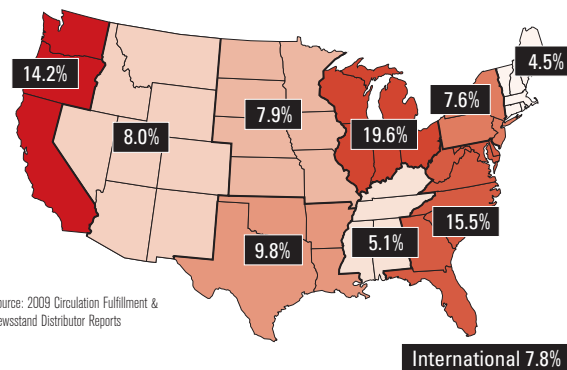
## WaterSki Delivers Buyers

Still going strong in its 32nd year, *WaterSki* remains the most successful and loyally read title dedicated to the activity. From advice on picking the best boat to tips on technique, *WaterSki* offers its readers a wide range of topics to suit their lifestyles.

## Here Are the Facts

First in Distribution: 50,000

First in Total Readership: 115,000\*



Source: 2009 Circulation Fulfillment & Newsstand Distributor Reports

## Geographic Distribution

\* Based on median pass-along readership

# DEPARTMENTS

**Shortlines** This opening section of the magazine uses short, quickly read articles to let the reader tap into the grass roots of water skiing. Current happenings, short Q & A's and personality profiles, charts, interesting facts and fun how-tos can all be found in these pages.

**First Look** With our finger on the pulse of the industry, we can give our readers a glimpse into the freshest up-and-coming gear and products every month – wetsuits, skis, electronics, audio equipment, boats and more.

**Core** This section is dedicated to covering pro and tournament skiing. Beyond simple stats, it delves into current trends, up and coming skiers, the latest news and anything else related to the pros.

**Sets** This extended photo spread impresses and inspires readers. Mostly comprised of pros at their best on the water, these images show the amazing things that can be achieved on skis.

**Features** Each issue of *WaterSki* includes two or three full-length features on a variety of subjects. Most every month, one feature will be instructional while another will focus more on an aspect of the water-ski lifestyle. Anything from an in-depth profile to a collection of expert ski tips can be found in our features.

**InSlalom** This section deals with slalom ski instruction, offering techniques, tips and training to aid skiers of any skill level.

**OnBoard** Those interested in wakeboarding look here to learn how to carve up the lake.

**OverDrive** Not everyone prefers a wakeboard or skis. Whether the pleasure is barefooting or hydrofoiling, readers can find tips about other water sports here.

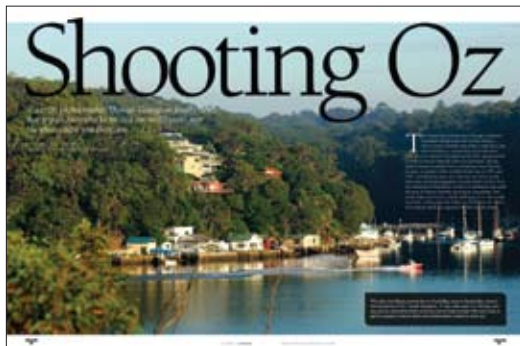
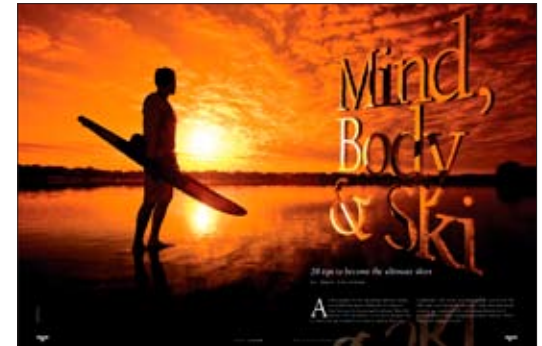
**InBoard** No matter what you do on the lake, you need something to pull you. This section is devoted to boat maintenance, care and driving tips.

**End of the Line** To close each magazine, this outtake or other funny image gives readers one last thing to smile at while they wait for the next issue to come out.



# FEATURES

**Features** Each issue of *WaterSki* includes two or three full-length features on a variety of subjects. Most every month, one feature will be instructional while another will focus more on an aspect of the water-ski lifestyle. Anything from an in-depth profile to a collection of expert ski tips can be found in our features.



# waterskimag.com

Our website, waterskimag.com, greatly extends our reach beyond the newsstand to the desktops of the towed water-sports community. Highlights of the site include interactive maps of ski communities, tournament sites and schools as well as instructional articles, new product previews and more.

## eNewsletters

Enewsletter list size	10,500	
Custom eNewsletter (per mailing)	\$1,050	Based on \$100 CPM.
Included in eNewsletter	\$315	Based on \$30 CPM (728 x 90 leaderboard or 300 x 250 medium rectangle)
eNewsletter sponsor	\$315	Based on \$30 CPM (728 x 90 leaderboard or 300 x 250 medium rectangle)

## Banners

Homepage brandblocking (per month)	\$2,100	<b>PREMIUM PLACEMENT:</b> This is the only way to guarantee an ad unit will appear on the homepage. Includes exclusive sponsorship of 4 homepage ad units for 1 month – two 728 x 90 leaderboards and two 300 x 250 medium rectangles. Based on \$35 CPM for each unit.
728 x 90 leaderboard, top, run of site (ROS)	\$1,000	Rotates with up to 4 other sponsors. Minimum 20% guaranteed share of voice (SOV). WKB based on 200,000 average monthly page views site-wide and a \$30 CPM. WSK based on 167,000 average monthly page views site-wide and a \$30 CPM.
300 x 250 medium rectangle, top right, run of site (ROS)	\$1,000	Rotates with up to 4 other sponsors. Minimum 20% guaranteed share of voice (SOV). WKB based on 200,000 average monthly page views site-wide and a \$30 CPM. WSK based on 167,000 average monthly page views site-wide and a \$30 CPM.
300 x 250 medium rectangle, middle right, run of site (ROS)	\$1,000	Rotates with up to 4 other sponsors. Minimum 20% guaranteed share of voice (SOV). WKB based on 200,000 average monthly page views site-wide and a \$30 CPM. WSK based on 167,000 average monthly page views site-wide and a \$30 CPM.
300 x 250 medium rectangle, lower right, run of site (ROS)	\$1,000	Rotates with up to 4 other sponsors. Minimum 20% guaranteed share of voice (SOV). WKB based on 200,000 average monthly page views site-wide and a \$30 CPM. WSK based on 167,000 average monthly page views site-wide and a \$30 CPM.



# waterskimag.com (cont.)

## Banners (cont.)

728 x 90 leaderboard, bottom, run of site (ROS)	\$500	Rotates with up to 4 other sponsors. Minimum 20% guaranteed share of voice (SOV). WKB based on 200,000 average monthly page views site-wide and a \$15 CPM. WSK based on 167,000 average monthly page views site-wide and a \$15 CPM.
--	-------	---

*Costs for run of channel, single page targeting, section sponsorship or geo-targeting available on a case by case basis, dependent upon level of targeting.*

## Contests

Online Contest with opt-in e-mail database generation	\$1,500	per month (3 month minimum)
--	---------	-----------------------------

## Web Site Coverage

Co-branded desktop image/wallpaper	\$75	per month (6 month minimum)
Custom Landing page	\$1,000	per month, includes page creation and hosting.

## Virtual Test Drive

\$5,000	per model, discounted rates available based on purchase of multiple models
---------	--

## Videos

Boat, Lifestyle, Team/Rider or Factory Tour video	\$5,000*	per video — *This is an estimate. Actual pricing determined on a case by case basis dependent upon travel expenses and specific requirements of the video project.
Product video	\$1,000	per video, shot locally with product in-house.

*Costs for pre-roll video advertising available on a case by case basis.*

## Custom Research

Online survey	\$5,000	Includes creation and hosting of survey, tabulation of results, and opt-in email database generation.
---------------	---------	---

The screenshot shows the WaterSki website interface. At the top, there's a navigation bar with the logo 'WaterSki', the date 'August 28, 2009', and a 'SPECIAL OFFER' for a 'FREE' item. Below this, the main content area is organized into several sections:

- [Core]**: Contains several article teasers with images and text. Examples include 'Crisping Over' (about a new water skiing technique), '2009 LA Night Jump' (about a freestyle jump), 'Download WaterSki Wallpaper' (a link to download a wallpaper), and 'Legends of This Fall' (a link to a story about water skiing legends).
- [Contests]**: Features two contest announcements. One is 'Enter to Win a Crouche Ski' with a link to 'Contests', and the other is 'Enter to Win a Shaka WaterSki Board' with a link to 'Promo'.
- [First Look]**: Includes 'Edged in Water 3' (a link to 'More') and 'Slit Boutique 216 Virtual Test Drive' (a link to 'Click to continue').
- WATERSKI EXTRAS**: A sidebar section with links to 'Latest Homepage Post', 'Get Social with WaterSki', and 'Six Lakes'.

# MARKETING PROGRAMS

The source on brand-to-brand niche marketing, *WaterSki* will create effective marketing programs to help its advertising partners meet their specific objectives. As the industry leader, *WaterSki* will work with you to showcase your products to a highly targeted audience. Here's what we offer you:

## Free Lead Generation

Our readers can request information about your products by mailing in traditional postage-paid cards, via fax, or through our website. All leads are compiled and delivered automatically to you via e-mail on a schedule and in a format of your choice.

## Custom Programs/Special Advertising Sections

Our full staff will work with your marketing team to develop a unique promotional vehicle that tells your message through the powerful voice of *WaterSki*.

## Reprints With Custom Covers

You may be able to get reprints from our competitors, but will your boat be on the cover? It will with our reprints. Each reprint is created with a custom *WaterSki* cover to keep everyone on the same page.

## CDs and DVDs

We create CDs and DVDs, tailored especially to your brand marketing goals, that include test reports, video test reports, company profiles, factory tours and other great information to help your dealers present a complete picture of the quality and fun your products can bring.

## Counter Cards

Editorial coverage of a great boat helps make it a great seller. When *WaterSki* reports about your boat or product, counter cards are available as point-of-purchase support.



# #34 RATES/SPECS

Frequency: 6x Effective Date of Rates: Jan '10

## Display Rates

Four Color:	1x	3x	6x
Spread	\$24,855	\$23,395	\$21,955
Full-Page	13,090	12,310	11,555
2/3 Page	10,325	9,720	9,115
1/2 Page (1st)	9,280	8,735	8,200
1/2 Page	8,505	7,995	7,510
1/3 Page	6,530	6,140	5,770

Two Color:	1x	3x	6x
Spread	\$19,560	\$18,405	\$17,270
Full-Page	10,300	9,680	9,090
2/3 Page	8,105	7,635	7,165
1/2 Page (1st)	6,955	6,545	6,135
1/2 Page	6,280	5,910	5,550
1/3 Page	4,770	4,480	4,205

Black & White:	1x	3x	6x
Spread	\$16,610	\$15,640	\$14,665
Full-Page	8,745	8,225	7,710
2/3 Page	6,695	6,295	5,910
1/2 Page (1st)	5,680	5,340	5,015
1/2 Page	5,075	4,780	4,480
1/3 Page	3,590	3,375	3,160
1/6 Page	2,270	2,130	2,000

Covers/ Preferred Position:	1x	3x	6x
Cover 2	\$15,965	\$15,030	\$14,100
Cover 3	13,995	13,175	12,365
Cover 4	16,875	15,885	14,905
Page 2,3,7 & 9	13,745	12,925	12,130

Bulk Rates:	15 Pgs	20 Pgs	25 Pgs	30 Pgs
Black & White	\$7,465	\$7,290	\$7,190	\$7,010
Two Color	8,785	8,585	8,460	8,255
Four Color	11,170	10,915	10,755	10,500

Bulk Spread Rates:	15 Pgs	20 Pgs	25 Pgs	30 Pgs
Black & White	\$14,180	\$13,845	\$13,650	\$13,330
Two Color	16,685	16,300	16,080	15,695
Four Color	21,215	20,740	20,440	19,950

## Marketplace Rates

Black & White:	1x	3x	6x
Full Page	\$4,775	\$4,290	\$3,990
2/3 Page	3,530	3,185	2,960
1/2 Page	2,700	2,445	2,260
1/3 Page	1,810	1,640	1,515
1/6 Page	1,155	1,035	955
1/12 Page	825	740	695

Two Color:	1x	3x	6x
Full Page	\$5,480	\$4,930	\$4,580
2/3 Page	4,215	3,795	3,515
1/2 Page	3,285	2,955	2,745
1/3 Page	2,325	2,095	1,940
1/6 Page	1,585	1,435	1,330

Four Color:	1x	3x	6x
Full Page	\$6,435	\$5,790	\$5,380
2/3 Page	4,965	4,460	4,145
1/2 Page	3,800	3,410	3,175
1/3 Page	2,990	2,685	2,495
1/6 Page	2,015	1,810	1,680

## Fixed Format Rates (Four Color)

No. of Placements	1	2	3	4
1/4 Page	\$2,205	\$1,975	\$1,835	\$1,685
1/8 Page	1,325	1,195	1,100	990

## Classified Listing

Per word \$4.45 / Minimum words 15

## Display Classified Ads

	1x
1 Inch	\$240
2 Inches	485
3 Inches	725
4 Inches	960
Spot Color	80

Contact a rep at [waterskimag.com/media](http://waterskimag.com/media)

## Real Estate Rates (Net)

Four Color:	1x	3x	6x
1/2 Page	\$3,040	\$2,730	\$2,540
1/4 Page	2,385	2,150	1,995
1/8 Page	1,610	1,445	1,345

## 2010 Closing Dates

Issue	Space Close	Material Due	On Sale
J/F	11/12/09	11/16/09	01/05/10
APR	01/27/10	01/29/10	03/16/10
MAY	03/03/10	03/05/10	04/20/10
J/J	04/14/10	04/16/10	06/01/10
A/S	06/09/10	06/11/10	07/27/10
N/D	09/06/10	09/10/10	10/26/10

Ad materials received after the deadline will be charged late fees (\$40.00 for partial and full-page ads, \$80.00 for spreads), unless an ad extension is arranged with Ad Services prior to the deadline. **If new materials are not provided the most current ad at the same size will be picked up.** Pickup instructions are also subject to a late fee if given after ad deadline. There is a \$40.00 fee for sending in revised materials after original ad material has been processed. This also applies if revised material is sent in after instructions have been given to pick up an ad. Additional late fees may also apply.

# Digital Requirements

## Book Specifications

**Trim Size:** 8 1/8" x 10 3/4"

**Bleed Size:** 8 3/8" x 11"

No live matter within 1/4" of final trim size. On spreads allow 1/8" safety on each side of the gutter. All marks should be offset at least .125" from trim. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

**Binding:** Perfect Bound, Jog: to Foot.

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

**Ad Sizes:** All ads must be created to exact size specifications listed on the rate card or will incur charges for resizing. On bleed ads use trim size as your document size. No live matter within 1/4" of gutter or trim on full page or spread ads.

**Required Format:** PDF/X-1a format is the required file format for submission. When preparing PDF/X-1a files, careful attention must be paid to ensure they are properly created and will reproduce correctly. Please see [adobe.com/products/acrobat/pdfs/pdfx.pdf](http://adobe.com/products/acrobat/pdfs/pdfx.pdf) for guidelines and instructions. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at [www.swop.org](http://www.swop.org).

**Proofs:** For full page and spread ads, advertisers MUST submit a contract-level digital proof at full size that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. Proofs are required regardless of file delivery mode. If contract proof is not supplied, we will generate an Epson proof, and additional charges may apply. The publisher and printer will not accept responsibility when contract proofs are not submitted.

## Media Transfer: CD-ROM, DVD \*ELECTRONIC TRANSMISSIONS

Ad files can be delivered via our Ad Portal at [adportal.bonniercorp.com](http://adportal.bonniercorp.com). For ads supplied electronically, advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof will be sent to advertiser for approval and an Epson proof will be made for full page ads and spreads, and additional charges may apply. We do not accept ads via e-mail. Electronic files are stored for one year only, unless otherwise requested in writing.

**Inserts:** Consult your advertising representative. Production, design and prepress services are available; rates upon request.

## Materials Requirements for In-House Design Services:

**Photos:** Color scans must be 300 dpi in CMYK. B/W scans must be 300 dpi grayscale.

**Logos:** Vector .eps or .ai files are preferred. Type should be converted to outlines unless the fonts are provided. Jpgs must be 300 dpi.

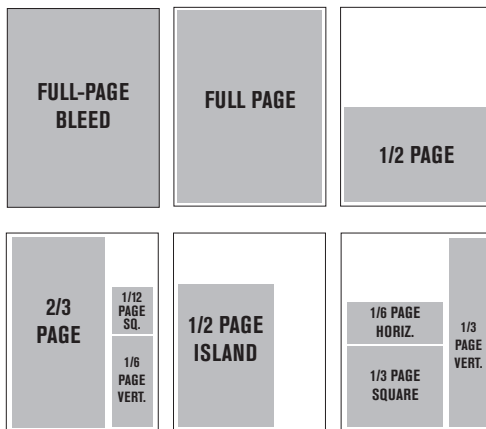
If you are supplying native files for us to work with, they must be accompanied by the fonts used in those files. Black type on light background should be defined as 100% black ONLY. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

# Ad Sizes

Size of Ad	Width	Height
Full Page Non-Bleed	7"	9-3/4"
Bleed Page	8-3/8"	11"
Bleed Trim	8-1/8"	10-3/4"
2 Page Spread Bleed	16-1/2"	11"
2 Page Spread Trim	16-1/4"	10-3/4"
1/2 Page Spread Bleed	16-1/2"	5-1/2"
1/2 Page Spread Non-Bleed	15"	4-3/4"
2/3 Page Vertical Only	4-3/4"	9-3/4"
1/2 Page Horizontal	7-3/16"	4-3/4"
1/2 Page Island	4-3/4"	7-1/4"
1/3 Page Vertical	2-1/4"	9-3/4"
1/3 Page Square	4-3/4"	4-3/4"
1/6 Page Horizontal	4-3/4"	2-1/4"
1/6 Page Vertical	2-1/4"	4-3/4"
1/12 Page Square	2-1/4"	2-1/4"

\*Please supply spread files as a single spread document

**Hold live matter 1/4" from trim on all sides of spreads and full page ads.**



# Shipping Instructions

For questions, please contact Advertising Services Manager at 407-571-4740.

\* Final ad materials (ready to print) and other materials, etc. for ad design services ship to:

## Waterski Advertising

**Alicia Moe**

460 North Orlando Avenue, Suite 200

Winter Park, FL 32789

**Phone 407-571-4740**

## BONNIER CORPORATION RATE CARD TERMS & CONDITIONS

1. Rates on this card are effective beginning with the January/February 2010 Issue and are stated in U.S. Dollars. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. 3. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index. 4. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate. Advertiser and Agency agree to pay for incomplete contracts at the shortage rate. 5. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency. Publisher is not responsible for loss or damage of any advertising materials. 6. Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is granted, in writing, by the Publisher. 7. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner. 8. Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due. 9. Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof constitutes a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. 10. Until credit is approved, Advertisements are run on a prepaid basis only. After approval, credit terms are Net 30 days.

# BONNIER

Corporation

*WaterSki Magazine*

460 N. Orlando Ave., Suite 200, Winter Park, FL 32789

P: 407-628-4802 F: 407-628-7061

[waterskimag.com/mediakit](http://waterskimag.com/mediakit)