

WATERSKI

A water skier is captured in a dynamic pose, leaning into a sharp turn on a calm lake. The skier is wearing a black life vest, black gloves, and green shorts. A large, powerful splash of water is being kicked up behind him, creating a misty spray. The background shows a line of green trees under a clear blue sky. The water's surface is smooth, reflecting the surrounding environment.

2011 Media Kit

WHO WE ARE

OUR MISSION: *To lead, connect and inspire, to provide innovative marketing solutions and to serve as a catalyst for the sport's growth.*

Launched in 1978 by competitive skier Terry Snow, **WATERSKI** continues to be the ultimate authority for experienced, dedicated skiers and novices alike. When we aren't delivering expert advice, valuable instruction and in-depth coverage of every facet of the sport, we're competing in world-class ski tournaments and indulging in our passion. That's what makes us the one and only source for all things skiing.

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

Print The print edition of **WATERSKI** reaches the most dedicated group of enthusiasts in our market, with in-depth features, expert advice and a strong branded message.

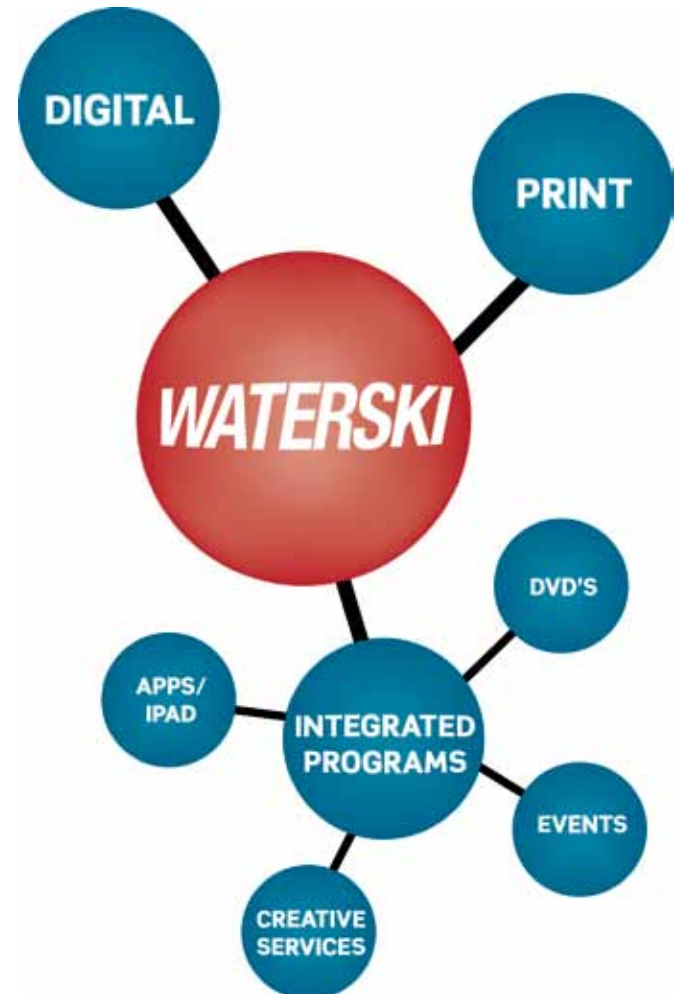
Digital **WATERSKI***mag.com* and **WATERSKI**'s e-newsletters extend our audience's experience with our brand, and provides instant access to instruction, boat reviews, events and integrated brand experiences with our marketing partners.

Events We're bringing the sport to our audience with targeted events that increase participation.

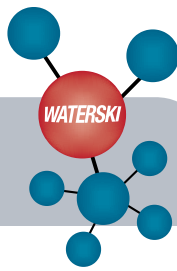
Creative Services **WATERSKI** can provide partners with everything they need for an effective marketing campaign, including ad builds, app creation, photos and video, content creation and custom programs.

iPad From digital versions of the magazine to custom catalogs and publications for marketing partners, we are expanding the **WATERSKI** through new and innovative platforms.

Apps **WATERSKI** branded apps reach a savvy audience through the iTunes store, and are just one example of our forward-thinking philosophy for the brand.



AUDIENCE



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

Total Annual Monthly Unique Visitors	423,399
Marketing E-Newsletter Audience	20,354
Editorial E-Newsletter Audience	11,964

Source: Omniture (MUVs) August 2010; Silverpop (e-newsletters) August 2010.

Undisputed Leader Since 1978

That's why **WATERSKI** is the number-one choice for marketing partners who want to reach an expanding base of consumers in the towed water-sports community.

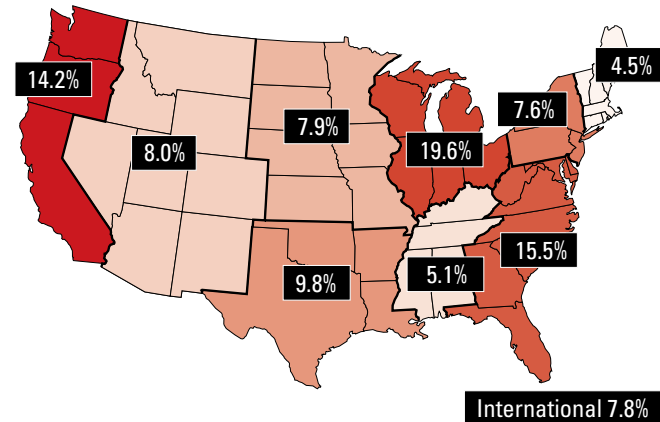
WATERSKI delivers the largest and highest-quality audience, offering everything from advice on picking the best boat to tips on techniques.

Here Are the Facts

First in Distribution: 30,000

First in Total Readership: 72,000*

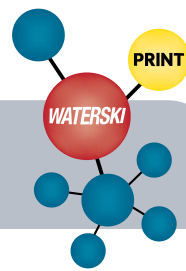
Geographic Distribution



Source: 2009 Circulation Fulfillment & Newsstand Distributor Reports

* Based on median pass-along readership

PRINT



Why Print Matters

According to an aggregation of ROI studies* , magazines rank No. 1 in driving results efficiently. Print products increase purchase intent five times as much as TV or the internet when looking at how each medium alone affected consumers. That's just one of the reasons that our print product is still the foundation of our marketing programs.

Investing in Our Product

Print is the cornerstone of any integrated marketing campaign, and that's why we have invested in our print product with a larger format, higher quality paper and inspiring photography.

Premium Positioning

Two separate sources** show that more than 50% of readers recall the message and brand experience from magazine ads, and nearly 60% of those consumers act on the ads. Larger unit sizes, color and premium position increase ad response, so **WATERSKI** is offering premium positioning to marketing partners to increase your ROI.

* Source: Dynamic Logic 2009 ** Source: VISTA Norms (January 2009-December 2009) and Starch Adnorms (December 2009 - March 2009)



DIGITAL



Our website, waterskimag.com, greatly extends our reach beyond the newsstand to the desktops and mobile devices of the towed water-sports community.



eNewsletters

Marketing E-newsletter list size	20,000
Custom eNewsletter (per mailing)	\$2,000
Based on \$100 CPM.	
Included in editorial eNewsletter	\$400
Based on \$35 CPM (728 x 90 leaderboard or 300 x 250 medium rectangle)	
eNewsletter sponsor	\$400
Based on \$35 CPM (728 x 90 leaderboard or 300 x 250 medium rectangle)	

Contests

Online Contest with opt-in e-mail database generation per month (3 month minimum)	\$1,650
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Web Site Coverage

Co-branded desktop image/wallpaper per month (6 month minimum)	\$75
Custom Landing page per month, includes page creation and hosting.	\$1,100

Videos

Boat, Lifestyle, Team/Rider or Factory Tour video (per five-minute video)	\$6,000*
<i>*This is an estimate. Actual pricing determined on a case by case basis dependent upon travel expenses and specific requirements of the video project.</i>	
Product video (per one-minute video)	\$1,200
shot in the studio with product in-house	
<i>Costs for pre-roll video advertising available on a case by case basis.</i>	

Banners

Homepage brandblocking (per two-week period)	\$3,500
Mega Banner/Pushdown Unit (run of site (ROS) per month)	\$1,320
728 x 90 leaderboard, top, run of site (ROS)	\$1,100
300 x 250 medium rectangle, top right, run of site (ROS)	\$1,287
300 x 250 medium rectangle, middle right, run of site (ROS)	\$1,100
300 x 250 medium rectangle, lower right, run of site (ROS)	\$900
728 x 90 leaderboard, bottom, run of site (ROS)	\$550
<i>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.</i>	

Custom Research

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

INTEGRATED PROGRAMS



In addition to your print campaign, **WATERSKI** will create effective marketing programs to help you meet your 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:

Apps

In an increasingly mobile-driven world, **WATERSKI** is reaching out to our audience through boat and gear apps to deliver premium content on demand. We can also create custom apps for your brand.

Creative Services

Our staff will work with your marketing team to develop a unique promotional vehicle that relays your message through the powerful voice of **WATERSKI**. We can create everything from custom iPad and digital catalogs to photo shoots, video production, ad builds and more.

Events

In 2011 we are taking **WATERSKI's** Fantasy Camp on the road for local, more personalized clinics. We can also coordinate and manage an event for your brand, including promotion through our many media outlets.

DVDs

Instructional DVDs delivered to a highly-engaged audience present sponsorship opportunities. We can also work with your brand to create custom DVDs with a streamlined and consistent marketing message.



RATES/SPECS

Frequency: 6x Effective Date of Rates: Jan '11

Display Rates

Four Color:	1x	3x	6x
Spread	\$26,100	\$24,565	\$23,050
Full-Page	13,745	12,925	12,135
2/3 Page	10,840	10,205	9,570
1/2 Page (Isl)	9,745	9,170	8,610
1/2 Page	8,930	8,395	7,885
1/3 Page	6,855	6,445	6,060

Two Color:	1x	3x	6x
Spread	\$20,535	\$19,325	\$18,135
Full-Page	10,815	10,165	9,545
2/3 Page	8,510	8,015	7,525
1/2 Page (Isl)	7,300	6,875	6,440
1/2 Page	6,595	6,205	5,825
1/3 Page	5,010	4,705	4,415

Black & White:	1x	3x	6x
Spread	\$17,440	\$16,420	\$15,400
Full-Page	9,180	8,635	8,095
2/3 Page	7,030	6,610	6,205
1/2 Page (Isl)	5,965	5,605	5,265
1/2 Page	5,330	5,020	4,705
1/3 Page	3,770	3,545	3,320
1/6 Page	2,385	2,235	2,100

Covers/ Preferred Position:	1x	3x	6x
Cover 2	\$16,765	\$15,780	\$14,805
Cover 3	14,695	13,835	12,985
Cover 4	17,720	16,680	15,650

Bulk Rates:	15 Pgs	20 Pgs	25 Pgs	30 Pgs
Black & White	\$7,840	\$7,655	\$7,550	\$7,360
Two Color	9,225	9,015	8,885	8,670
Four Color	11,730	11,460	11,295	11,025

Bulk Spread Rates:	15 Pgs	20 Pgs	25 Pgs	30 Pgs
Black & White	\$14,890	\$14,535	\$14,335	\$13,995
Two Color	17,520	17,115	16,885	16,480
Four Color	22,275	21,775	21,460	20,950

25% discount for wake boarding companies who run a minimum 4X schedule in both WAKEBOARDING and WATERSKI magazines.

Insert Rates (Display)

	1x	3x	6x
BRC (Standard Size)	\$7,345	\$6,910	\$6,475
2 Pages	14,690	13,815	12,955
4 Pages	27,540	25,905	24,285
6 Pages	38,555	36,265	34,000
8 Pages	47,735	44,900	42,095

Inserts count as 1 insertion towards our earned frequency. Rates do not include printing and/or special bindery or production charges.

Ski School Rates

Black & White:	1X	3X	6X
Full Page	\$4,585	\$3,970	\$3,705
2/3 Page	3,500	3,030	2,830
1/2 Page	2,660	2,305	2,165
1/3 Page	1,805	1,570	1,470
1/6 Page	1,185	1,025	965
1/12 Page	850	745	695

Two Color:	1X	3X	6X
Full Page	\$5,275	\$4,560	\$4,270
2/3 Page	4,165	3,595	3,375
1/2 Page	3,236	2,800	2,615
1/3 Page	2,320	2,010	1,880
1/6 Page	1,640	1,420	1,330

Four Color:	1X	3X	6X
Full Page	\$6,195	\$5,365	\$5,025
2/3 Page	4,895	4,235	3,965
1/2 Page	3,750	3,240	3,030
1/3 Page	2,995	2,590	2,425
1/6 Page	2,075	1,795	1,675

Insert Rates (Ski School)

	1X	3X	6X
BRC (Standard Size)	\$3,670	\$3,175	\$2,965
2 Pages	7,335	6,350	5,930
4 Pages	13,755	11,910	11,115
6 Pages	19,255	16,670	15,560
8 Pages	23,840	20,640	19,270

Marketplace Rates

Black & White:	1x	3x	6x
Full Page	\$5,015	\$4,505	\$4,190
2/3 Page	3,705	3,345	3,105
1/2 Page	2,835	2,570	2,375
1/3 Page	1,900	1,720	1,590
1/6 Page	1,215	1,085	1,005
1/12 Page	865	775	730

Two Color:	1x	3x	6x
Full Page	\$5,755	\$5,175	\$4,810
2/3 Page	4,425	3,985	3,690
1/2 Page	3,450	3,105	2,880
1/3 Page	2,440	2,200	2,035
1/6 Page	1,665	1,505	1,395

Four Color:	1x	3x	6x
Full Page	\$6,755	\$6,080	\$5,650
2/3 Page	5,215	4,685	4,355
1/2 Page	3,990	3,580	3,335
1/3 Page	3,140	2,820	2,620
1/6 Page	2,115	1,900	1,765

Fixed Format Rates (4-Color)

No. of Placements	1	2	3	4
1/4 Page	\$2,315	\$2,075	\$1,925	\$1,770
1/8 Page	1,390	1,255	1,155	1,040

Classified Listing

Per word \$4.65 / Minimum words 15

Display Classified Ads

	1x
1 Inch	\$250
2 Inches	510
3 Inches	760
4 Inches	1,010
Spot Color	85

2011 Closing Dates

Issue	Space Close	Material Due	On Sale
MARCH	01/5/11	01/7/11	02/22/11
APR	02/09/11	02/11/11	03/29/11
MAY	03/16/11	03/18/11	05/03/11
JUNE	04/20/11	04/22/11	06/07/11
SUMMER	06/01/11	06/03/11	07/19/11
FALL	08/03/11	08/05/11	09/20/11

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: 9" x 10 7/8"

Bleed Size: 9 1/4" x 11 1/8"

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 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.

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. 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.

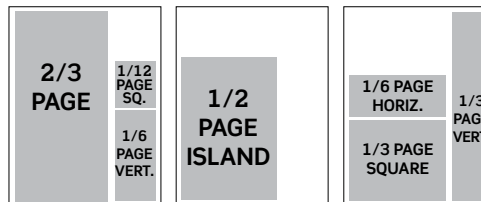
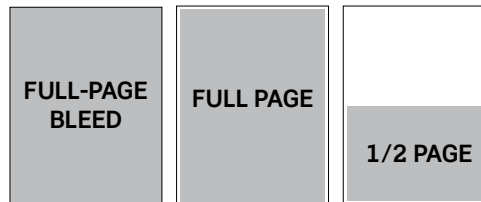
If you are supplying native files for us to work with, they must be accompanied by the fonts used in those files. Black type on light background should be defined as 100% black ONLY. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

Ad Sizes

Size of Ad	Width	Height
Bleed Page	9-1/4"	11-1/8"
Trims To	9"	10-7/8"
Full Page Non Bleed	7-3/4"	9-7/8"
Two-Page Spread Bleed	18-1/4"	11-1/8"
Trims To	18"	10-7/8"
1/2 Page Spread Bleed	18-1/4"	5-1/2"
Trims To	18"	5-3/8"
1/2 Page Vertical (Island)	4-7/8"	7"
1/2 Page Horizontal	7-3/4"	4-5/8"
1/2 Page Horizontal Bleed	9-1/4"	5-1/2"
Trims To	9"	5-3/8"
1/3 Page Vertical	2-1/2"	9-7/8"
1/3 Page Square	4-7/8"	4-5/8"
2/3 Page Vertical	4-7/8"	9-7/8"
1/6 Page Horizontal	4-7/8"	2-1/8"
1/6 Page Vertical	2-3/8"	4-5/8"
1/12 Page Square	2-3/8"	2-1/8"

*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

To Upload Ads Digitally: adportal.bonniercorp.com
(We recommend using Internet Explorer or Firefox)

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

WATERSKI

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

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