

PUBLISHING SCHEDULE 2010

Issue	Space Deadline	Material Deadline	Distribution
January <i>A Year in Review</i>	December 10	December 15	December 28
February <i>Halifax Int. Boat Show Boston Seafood Show</i>	January 15	January 18	January 26
March <i>Fish Canada/ Workboat Show Moncton Boat Show</i>	February 12	February 19	February 26
April <i>Food Processors</i>	March 12	March 19	March 26
May <i>Marine Safety</i>	April 15	April 19	April 27
June <i>Pleasure Boating</i>	May 12	May 17	May 26
July <i>Aquaculture</i>	June 11	June 16	June 25
August <i>Focus on Shellfish</i>	July 13	July 16	July 26
September <i>Diesel - Repowering</i>	August 13	August 17	August 25
October <i>Seafood Processors</i>	September 10	September 16	September 27
November <i>Vessel Maintenance</i>	October 12	October 18	October 26
December <i>Christmas Greetings</i>	November 12	November 16	November 25

Contact Madonna Stewart

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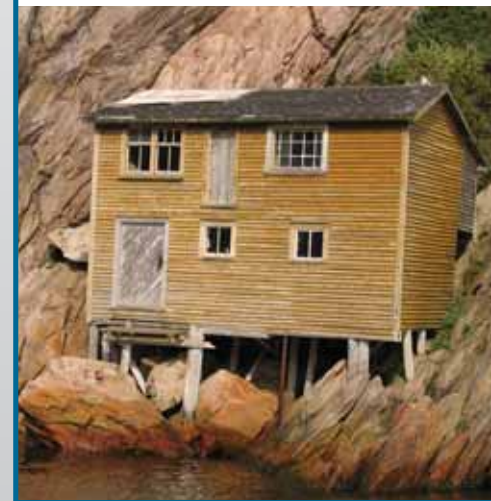
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The Navigator

THE VOICE OF THE MARINE INDUSTRY

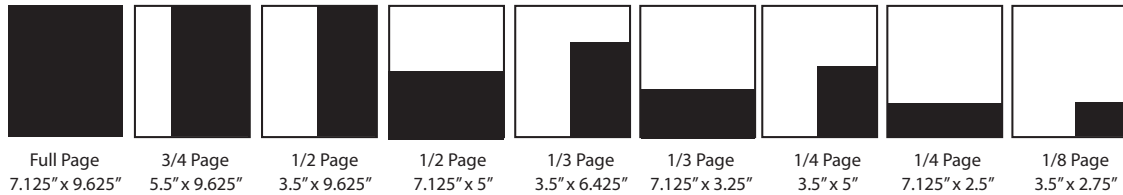
2010 MEDIA KIT



The Ultimate Marine Magazine for Eastern Canada.

Keep up to date on electronics, boatbuilding, engines, safety equipment, processors, aquaculture and more!

ADVERTISING SIZES & RATES 2010



Black & White	Size (w x h)	1x	3x	6x	9x	12x
Full Page	7.125" x 9.625"	\$1095	\$995	\$895	\$845	\$795
3/4 Page	5.5" x 9.625"	\$840	\$790	\$742	\$697	\$640
1/2 Page	3.5" x 9.625"	\$590	\$554	\$520	\$490	\$460
1/2 Page	7.125" x 5"	\$590	\$554	\$520	\$490	\$460
1/3 Page	3.5" x 6.425"	\$390	\$366	\$345	\$323	\$290
1/3 Page	7.125" x 3.25"	\$390	\$366	\$345	\$323	\$290
1/4 Page	3.5" x 5"	\$290	\$272	\$256	\$240	\$220
1/4 Page	7.125" x 2.5"	\$290	\$272	\$256	\$240	\$220
1/8 Page	3.5" x 2.75"	\$195	\$183	\$172	\$160	\$150

Covers (full colour)

Inside front (full page)	\$1695
Inside back (full page)	\$1695
Outside back (full page)	\$1795

Add Cyan Blue	\$100
Add Spot Colour	\$190
Add Full Colour	\$400

Guaranteed position: 10% surcharge

Focused Marketing Opportunities

- Special Feature Issues
- Marine Show Guides
- Poly Bagging
- Flyers & Inserts - Prices Upon Request
- Skippers 2011 Log Book

- Contract rates are guaranteed for the term of the contract only.
- Rates do not include HST.
- Rates are net of Agency commission.
- Rates are subject to change without notice.
- All advertising copy subject to the approval of the publisher.

Contact Madonna for other direct marketing features.

EDITORIAL MANDATE

The Navigator Magazine is a monthly publication serving the marine industries in Eastern Canada and the Eastern United States. Each issue features a diverse blend of feature articles and probing commentaries by an informed team of journalists, giving our readers news they can use to meet the challenges of the future. There are monthly profiles of innovators who are on the cutting edge of their industry, analysis pieces on key regulatory issues, comprehensive listings of boats and fishing licenses for sale, new product technologies, free classified ads and much more.

As such, it's a must-read for fisherpeople and all those with an interest in following the latest developments in this increasingly vibrant sector. The monthly format means the magazine is retained in the home, office and on the boat for a substantial period of time, providing advertisers with unparalleled exposure for the products and services they offer. The Navigator enables advertisers to chart a direct course to a focused group of potential clients. This is a much sought-after target audience with the vast majority being Vessel owners, operators, Professionals in the boat building and repair industry, Naval Architects, Marine Engineers, Government Officials, Professionals in the Aquaculture industry, Marine Legal and Financial Organizations, and Owners of companies involved in the fishery and marine industries on the East Coast.

Publisher

The Navigator Magazine is published monthly by The Navigator Inc.

Circulation

8600 copies distributed by paid and controlled mail throughout Eastern Canada, Marine areas of Canada and the Eastern Seaboard of USA.

Mechanical Requirements

Format:	8.125" x 10.625" Magazine - stitched
Full Bleed Size:	8.625" wide x 11.125 deep
Active Image Area:	7.125" wide x 9.625" deep
Number of Columns:	2
Column Widths:	1 col.~3.5" 2 col.~7.125"

Digital Specifications: (Camera Ready Artwork Only)

- File formats: Photoshop CS2 or lower (.tif), Illustrator CS2 or lower (.eps) with fonts converted to outlines, and/or Quark X-Press 7.0 or lower (.qxd).
- Color must be greyscale, greyscale plus spot, or CMYK (spot colors must be defined) Ads should be designed at the appropriate size (dimensions on previous page).
- Resolution and line screen must be: 150 line screen at 300 dpi
- Microsoft Word ad files are not acceptable.
- Production charges may apply for artwork not received camera ready.