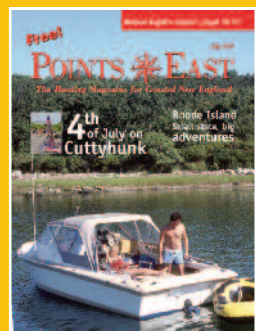


# POINTS EAST

*The Boating Magazine for Coastal New England*

2021  
Media Kit



- Local & trusted;
- Dedicated, loyal readership;
- In print and online;
- Real boaters, real stories!

**25k**  
copies distributed at  
**700 sites**  
in New England

**Cherished**  
by readers for  
**23**  
years

## Our audience

### Boat Ownership

- 90% own boats (average of 1.7 boats each).
- 48% own sailboats.
- 33% own powerboats.
- 18% own other (kayaks, canoes, etc.).

### Type of boating

- 90% are coastal cruisers (sail & power).
- 43% are day sailors.
- 20% are blue-water cruisers (sail & power).

### Gender

87% male, 13% female.

### Household Income

- 72% have annual household income above \$50K.
- 33% have annual household income above \$100K.

## 2021 Ad Rates

### Display Advertising

Color	9x	5x	1x
Full page	\$952	\$1,094	\$1,236
2/3 page	716	823	931
1/2 page	546	629	710
1/3 page	405	466	527
1/4 page	308	355	402
1/6 page	230	264	299
1/8 page	178	205	231

### Black & White

	9x	5x	1x
Full page	\$714	\$820	\$927
2/3 page	538	617	699
1/2 page	411	471	533
1/3 page	304	349	396
1/4 page	231	267	301
1/6 page	172	198	225
1/8 page	134	154	174

### Premium Position\*

	9x	5x	1x
Back cover	\$1,352	\$1,495	\$1,637
Inside front cover	1,235	1,380	1,522
Inside back cover	1,235	1,380	1,522
Page 3	1,122	1,266	1,408
Page 5	1,047	1,203	1,360
Page 7	999	1,149	1,298

\*Full page, color only

### Special Sections

URL color ad (9-issue contract)	\$50*
Marina listing (June - Sept.)	\$100*†
Dine Ashore (June - Sept.)	\$250/\$350†
Tackle Box (May - Oct.)	\$300*
Gift Locker	\$50†~
Section sponsorship	Call for pricing
Dealer group ads	Call for pricing †

\* Discounted rates available for regular advertisers.

† Includes online directory/link/component

~ Available to current display advertisers only

### Classified Advertising

Display ad	\$35 per column inch*
Line ad	\$25/25 words, \$5/additional 10 words. \$5/photo*
Classified Line ads include online placement	
*First insertion 20% discount for subsequent insertions	

### Online opportunities

300px X 250px button ROS (static, animated gif, video)	\$50, \$75, \$125/month
468 x 60 header ad (static, animated gif)	\$100, \$125/month
Page sponsorship: 720px x 90px banner ad	\$150/month

All prices are net

## Advertiser Benefits

- FREE ad design and preparation services;
- FREE Five (5) classified line ads per issue for annual contract advertisers.
- FREE online listing for Marina page advertisers. Annual advertisers get both print and online exposure;
- FREE online directory listing for all advertisers;
- FREE online listing in industry/service-specific page for group advertisers.

## Group ads/special sections maximize your buy



### Dealer groups

Our dealer ads, which include the most popular engine, electronic, and boat manufacturers, are a great way to get a big impact for a small price.



### Service groups

Our service group ads provide one-stop shopping for customers in the dining, sportfishing and brokerage industries.



### Gift Locker

Our December issue includes a multi-page spread of gift ideas for boaters.



### Marina directory

This go-to reference for cruisers is found in the magazine from June to September. Your same listing appears online with user-friendly chart and satellite images of your yard, and clickable links to your own website.



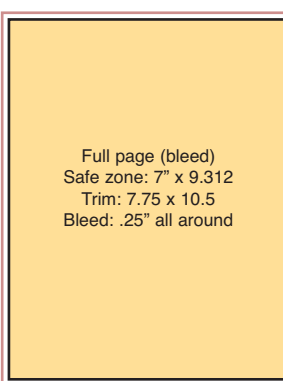
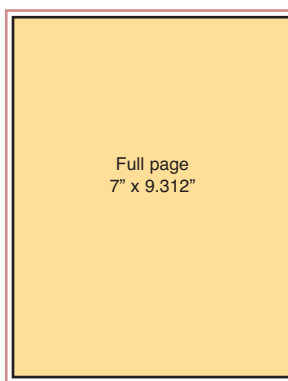
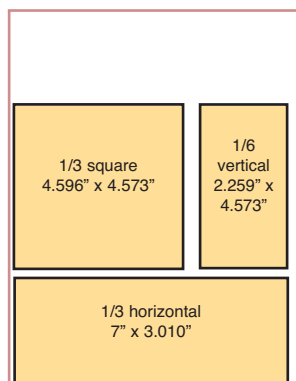
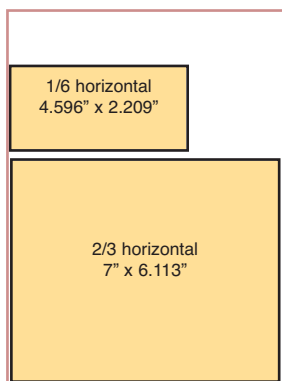
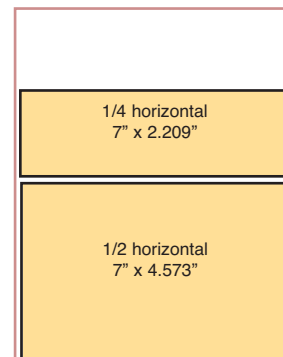
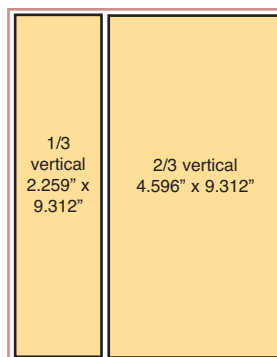
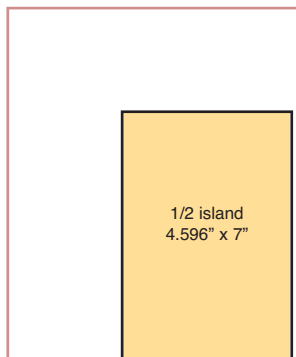
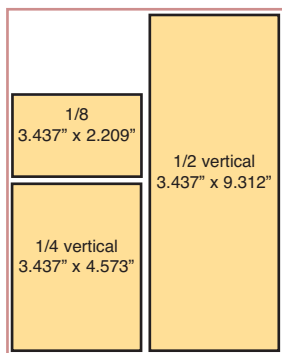
### Event sponsorship

Get your products, banners, and people face-to-face with Points East readers by sponsoring one of our many events, including Crew Match parties in the spring, holiday rendezvous in the summer, and speaker series in the winter.

**All special section buys include a FREE online component!**

## Call Now! 1-888-778-5790

## Print Ad Specifications



### 2021 Deadlines

Issue	Deadline*	Distribution
Midwinter	Jan. 15	Feb. 1
April	Feb. 26	March 15
May	Apr. 2	April 19
June	Apr. 30	May 17
July	June 4	June 21
August	July 9	July 26
September	Aug. 6	Aug. 23
October/November	Sept. 10	Sept. 27
December	Nov. 5	Nov. 22

\*Applies to camera-ready ads only. Ads requiring design work need to be submitted one week prior to this date.

### Print Ad Formats

We accept electronic ad files in Adobe Acrobat (PDF) format. Ad files should have all fonts embedded or converted to outlines and any colors should be converted to CMYK. Photos and graphics should be sized at 200 dpi. Electronic files may be emailed to [office@pointseast.com](mailto:office@pointseast.com). Hard-copy, camera-ready printouts are also acceptable.

*We advertise predominantly in Points East. Our ad has brought in new business and developed our reputation. The Points East team has been very pleasant to work with and make advertising easy.*

Deborah Delp, president  
Yankee Marina & Boatyard

**Call Now! 1-888-778-5790**

Online you'll find a dynamic presence in our website, Facebook page and full-content PDF issue. Look for:

### Marina listings



Marinas and services from Maine to Connecticut, sorted by region and fully charted.

### Crew Match



Connecting captains and crew for cruising, racing, deliveries and much more.

### Calendar



If something's happening on the New England coast, you'll find it at [pointseast.com](http://pointseast.com).

# 589,000!

Pageviews

2019 total

### Classified Ads



Featuring hundreds of vessels, jobs and other marine equipment, [pointseast.com](http://pointseast.com) is the most effective location to sell your item or buy what you want.

### Marine directory



Our advertiser directory, sorted by category, brings customers to your website.

### Archived content



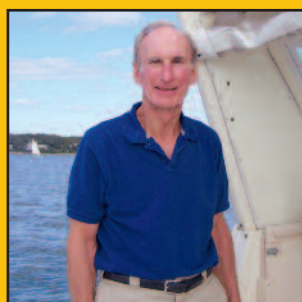
Complete issues (including linked advertisements) back to 2009 with hundreds of articles in a wide variety of subjects available free of charge 24/7.

Website options include buttons, banners, video & page sponsorships

## Contact your local account representative



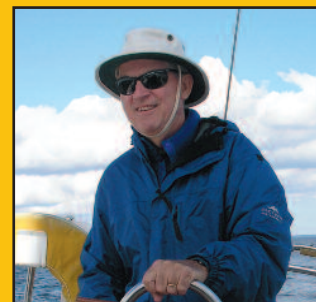
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### Member



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