

POINTS EAST

The Boating Magazine for Coastal New England

2024 Media Kit



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

Find us throughout
New England
at marine locations
From Eastport, Maine
to Long Island Sound

Cherished
by readers for
26
years

From our readers

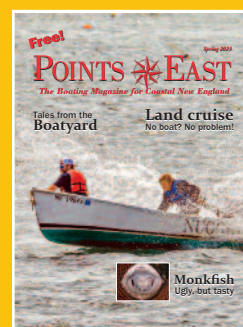
"Love the focus on the New England coast, and I welcome the inclusion of both sailors and powerboaters alike. (And paddlers)."

"Your format and paper choice help Points East feel like a local publication depending on local writers and local storytellers. That's one of your strengths."

"We really enjoy reading Points East. We used to just pick it up when we could find it when we were near the coast, but after missing a few issues my wife subscribed. We find it a great read."

"My favorite read!!!"

"I really like the local feel of Points East and the fact that it is not a glossy fancy pants boating magazine."



2024 Ad Rates

Display Advertising

Color	9x	5x	1x
Full page	\$1,047	\$1,203	\$1,360
2/3 page	788	905	1,024
1/2 page	601	692	781
1/3 page	446	513	580
1/4 page	339	391	442
1/6 page	253	290	329
1/8 page	196	226	254

Premium Position*

	9x	5x	1x
Back cover	\$1,487	\$1,645	\$1,801
Inside front cover	1,359	1,518	1,674
Inside back cover	1,359	1,518	1,674
Page 3	1,234	1,393	1,549
Page 5	1,152	1,323	1,496
Page 7	1,099	1,264	1,428

*Full page, color only

"We advertise predominantly in Points East. Our ad has brought in new business and developed our reputation."

Deborah Delp, president
Yankee Marina & Boatyard

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 & 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.



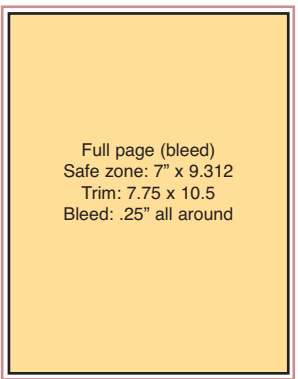
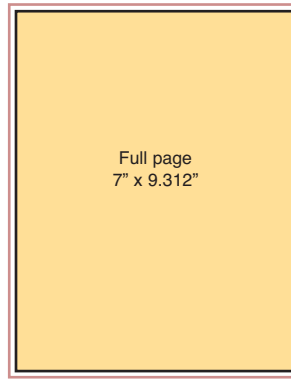
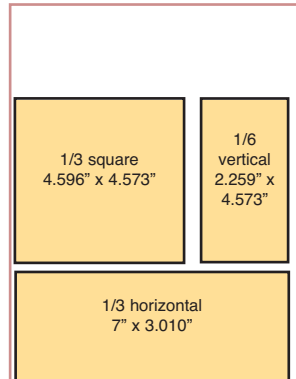
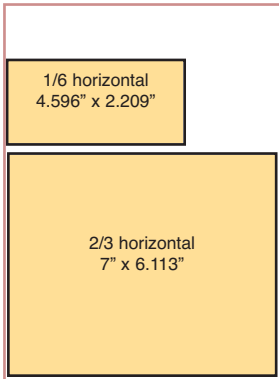
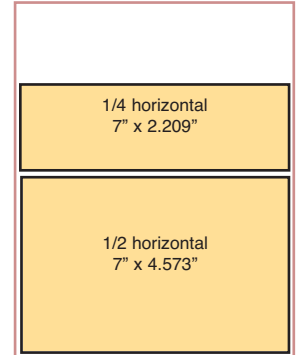
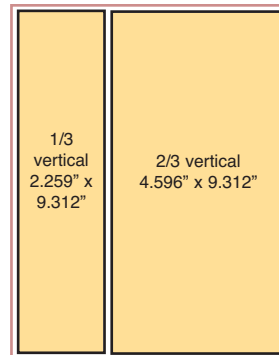
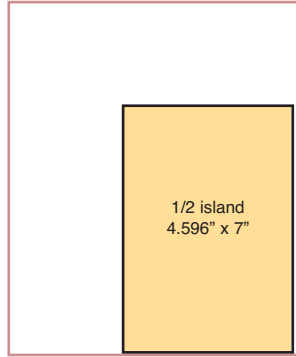
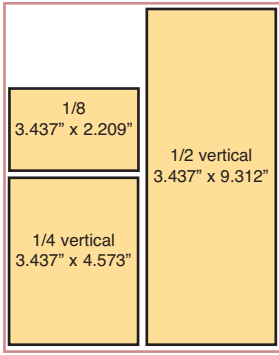
Event sponsorship

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



2024 Deadlines

Issue	Deadline*	Distribution
Winter	Jan. 19	Feb. 5
Spring	Mar. 8	March 25
May	Apr. 5	Apr. 22
June	May 3	May 20
July	June 7	June 24
August	July 12	July 29
September	Aug. 9	Aug. 26
Fall	Sept. 13	Sept. 30
December	Nov. 8	Nov. 25

*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. Hard-copy, camera-ready printouts are also acceptable.

"Points East is a tried-and-true publication that has brought our boatyard great success through advertising over the years. Many of our customers are loyal readers and always make a point to come grab the latest edition in our office!"

Marketing Director
Parker's Boatyard, Inc.

Call Now! 1-888-778-5790

Digital

Online you'll find a dynamic 24/7 presence in our website, Facebook page and full-content PDF issue. Our website is updated regularly with content from the magazine, calendar events, classified advertisements as well as reader contributions.

Marina listings



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

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.

Classified Ads



Featuring hundreds of vessels, jobs and other marine equipment, pointseast.com is the most effective location to sell your item or buy what you want.

Archived content



Readers are entertained by a wide range of content from the print magazine. In addition, we provide access to complete issues (including linked advertisements) back to 2009 with hundreds of articles in a wide variety of subjects available free of charge 24/7.

Marine directory



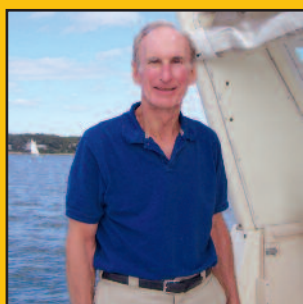
Our advertiser directory, organized by marine-specific categories, helps direct customers directly to the services and products offered by your business.

Inventory includes buttons, banners, video, page sponsorships.

Contact your local account representative



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Lynn Emerson Whitney
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lynn@pointseast.com



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