



**OCEAN
NAVIGATOR**
MARINE NAVIGATION AND OCEAN VOYAGING

Ocean Navigator readers are fiercely loyal

Ocean Navigator readers are fiercely loyal because this magazine focuses on their unique interests and needs. Since owners of boats over 40 feet spend nearly 70% of all dollars spent in the yacht industry, *Ocean Navigator* delivers the most active and influential buyers in the marketplace.

I'm pretty selective about the sailing publications that I subscribe to. I've been a subscriber to *Ocean Navigator* probably for the better part of 10 years and I've continued to maintain a subscription because it really addresses bluewater sailing, which is what my interest is. *Ocean Navigator* gives me a good bird's-eye view as to what's being recommended and what's cutting edge.

—Bill Kardash, Swan 44

Ocean Navigator readers are serious about gear purchases

New-boat purchases generate a high volume of associated sales of rigging, gear, electronics and accessories. And bigger boats cost 10 times as much to rig and outfit as smaller boats.



Ocean Navigator readers

Median age	62
Average net worth	\$3,000,000
Average household income	\$207,600
Primary boat is a sailboat	74%
Primary boat is an inboard powerboat	18%
Days spent on board annually	57
Audience in the market to buy a boat	32%
Average amount plan to spend	\$243,000
Planning to spend over \$500,000	5%

Our readers own ocean-capable boats

Boats 60'	2.5%
Boats 50-59'	9%
Boats 45-49'	9%
Boats 40-44'	19%
Boats 35-39'	18%
Boats 30-34'	19%
Boats under 29'	17%

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Readers receive your message across multiple platforms



On average, large, ocean-capable cruising yacht owners, spend ten times as much to operate their boats

Ocean Navigator's loyal readers are serious coastal and offshore cruisers – both sail and power. They require vessels and equipment that are bigger, better, more complex and more comprehensive than those of average sailors. On average, coastal and offshore cruisers spend 10 times as much to operate their boats!

Whether visiting the website, reading e-newsletters, the magazine, interacting with social media or using mobile devices on the go, *Ocean Navigator* places your message in front of a highly engaged audience.



January/February '21

AD CLOSE: 10/30/20

Safety

The electronic-based safety gear sector has been growing, and now there are devices and apps that handle a wide variety of safety situations offshore. But these technological advances haven't changed the basics of safety aboard a voyaging boat, which revolve around paying attention, knowledge and training. We'll examine how traditional safety approaches are incorporating new technology.

Planned Bonus Distribution: Miami International Boat Show, Seattle Boat Show, Leukemia Cup Regattas, Fort Lauderdale to Key West Race, Quantum Key West Race Week, Conch Republic Cup, SCYA Woman's Sailing Convention, Buccaneer Blast Regatta, Annual SCYA Midwinter Regatta, SDYC Islands Race, SSCA St. Pete Gam

March/April '21

AD CLOSE: 1/4/21

Sun, wind and water electrical power

As the efficiency of solar panels climbs, and as wind and water generators grow more powerful with improved designs, have these tools become capable enough to handle all the power needs of voyaging sailors? We'll discuss this question and other aspects of gaining power from sun, wind and sea.

Planned Bonus Distribution: Pacific Sail & Power Boat Show, Leukemia Cup Regattas, The Congressional Cup, Pacific Cup, Newport to Ensenada Yacht Race, Charleston Race Week, Defever Cruises Rendezvous, Maine Boatbuilders Show, SDYC Puerto Vallarta Race, TrawlerFest Stuart, Miami Sailing Week, Bacardi Cup Regatta

Ocean Voyager '21

AD CLOSE: 1/29/21

Ocean Voyager

Ocean Navigator's handbook on passage-making, *Ocean Voyager* is packed with offshore cruising information. This annual issue covers communications, electronics, weather, electrical systems, safety, voyaging skills and more.

Planned Bonus Distribution: Over 150 North American Events, Boat Shows, Offshore Races, Regattas, Yacht Manufacturing, Sponsored Rendezvous and all TrawlerFests. See our *Ocean Voyager* Profile for a comprehensive list.

May/June '21

AD CLOSE: 2/26/21

Electronics

The day of the big, bright multi-function display has arrived for voyaging sailboats. We'll look at these units and the wide range of radar, AIS and other sensors and black box devices designed to provide the modern MFD with data. We'll see what types of MFD setups make sense for voyagers.

Planned Bonus Distribution: Trawler Fest Bremerton, Safety at Sea Seminars, Figawi Race Week, Atlantic Cup, Willard Marine Trawler Owners Rendezvous, Swiftsure International Yacht Race, Annual Women's Sailing Conference, Milford Yacht Club Sailing Regatta, Queen's Cup Milwaukee, Summer Sailstice, Connecticut Spring Boat Show, Essex Summer Solstice Gam, Leukemia Cup Regattas

July/August '21

AD CLOSE: 4/21/21

Communications

While HF SSB is still used on cruisers' nets, the move to satellite communications should grow in the next few years as satcom providers offer more products and satellite Internet services like Starlink offer worldwide service. We'll examine these developments and more.

Planned Bonus Distribution: Whidbey Island Race Week, Vineyard Cup Regatta, Race to Mackinac, Round the Island Race, Around Long Island Regatta, Camden Cup Classics, Hyannis Yacht Club Regatta, Hospice Regatta, USA Junior Olympic Sailing Festival, Panerai Newport Classic Yacht Regatta, Eggemoggin Reach Regatta, Oakcliff Sailing, Christmas Cove Regatta, SSCA Penobscot Bay Gam, Leukemia Cup Regattas, Milford Invitational Regatta, Singlehanded Transpac

September/October '21

AD CLOSE: 6/25/21

Weather

Year in and year out, the number one subject for most voyagers is weather — getting valuable data and applying it to your local situation to take advantage of good wind and avoid storms. We'll look at what new options are available in products and services for voyagers to handle this all-important task.

Planned Bonus Distribution: Newport International Boat Show, Annapolis Boat Show, Stamford Yacht Club Vineyard Race, Newport Classic Yacht Regatta, The Great Provincetown Schooner Regatta, Leukemia Cup Regatta, NMEA Conference, Dunedin Cup & Kiwanis Regatta, Gosport Regatta, Northern California Westsail Rendezvous, SSCA Annapolis Gam, The Greenport Ocean Race, Defever Cruises Rendezvous, Harvest Moon Regatta, Rum Runner Race, Summerset Regatta, TrawlerFest Baltimore

November/December '21

AD CLOSE: 8/27/21

Marine Diesels

The voyaging sailboat auxiliary engine has come a long way from the flathead gas units of years ago. Modern diesels offer more power and performance in a smaller space. We'll survey some of the equipment available and look at whether it makes sense to upgrade your boat's auxiliary engine.

Planned Bonus Distribution: Friends of Casco Bay Film Festival, Turkey Day Regatta, SSCA Melbourne Gam, Round the County Race, Nassau Cup Ocean Race, SYBC Holiday Regatta, ARC Bahama Rally, St. Croix International Regatta, ARC Caribbean 1500, Santa Sailfest Regatta, Friends of Casco Bay

January/February '22

AD CLOSE: 10/29/21

Batteries

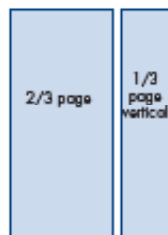
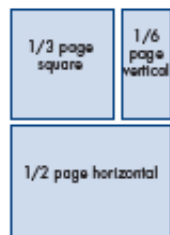
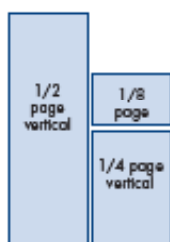
Issues of capacity, number of life cycles, maintenance and cost are the top questions most voyagers have regarding their battery installations. As lithium-ion chemistry gains wider acceptance versus more traditional lead-acid designs, we'll investigate how technological advances might be affecting the voyaging battery equation.

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MECHANICAL REQUIREMENTS

AD SIZE	DIMENSIONS	
	HORIZONTAL	VERTICAL
Full page Bleed	8 1/4"	11 1/8"
2/3 page	4 1/2"	10"
1/2 page island	4 1/2"	7 1/4"
1/2 page horizontal	7"	4 7/8"
1/2 page vertical	3 3/8"	10"
1/3 page vertical	2 1/8"	10"
1/3 page square	4 1/2"	4 7/8"
1/4 page vertical	3 3/8"	4 7/8"
1/4 page horizontal	7"	2 1/4"
1/6 page vertical	2 1/8"	4 7/8"
1/8 page horizontal	3 3/8"	2 1/4"



TERMS AND CONDITIONS

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- Credit terms are net 30 days. 1.5% monthly interest charged on unpaid balance over 30 days. First-time advertisers must either prepay first insertion or submit credit applications. Any account sent to an outside collection or legal agency will be responsible for the fees charged in collecting the money owed.
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- Navigator Publishing makes no representations or warranties concerning response rates to, or effectiveness of, advertising in its publications, or concerning the size, scope or demographic composition of the circulation of its publications. Previously provided circulation data and estimates are not a guarantee of, or representation about, future circulation performance.

ADVERTISING DEADLINES

January/February '21	October 30, 2020
March/April '21	January 4, 2021
Ocean Voyager 2021	January 29, 2021
May/June '21	February 26, 2021
July/August '21	April 21, 2021
September/October '21	June 25, 2021
November/December '21	August 27, 2021
January/February '22	October 29, 2021

OCEAN NAVIGATOR RATES

FOUR-COLOR	1x	4x	6x	7x Value*
Full page	\$4,670	\$4,390	\$3,876	\$3,783
2/3 page	3,803	3,575	3,156	3,080
1/2 island	3,210	3,017	2,664	2,600
1/2 page	2,941	2,765	2,441	2,382
1/3 page	2,227	2,093	1,848	1,804
1/4 page	1,746	1,641	1,449	1,414
1/6 page	1,312	1,233	1,089	1,036
1/8 page	1,012	951	840	820
2 pg. spread	8,867	8,335	7,360	7,182
1/2 pg. spread	5,580	5,245	4,631	4,520

BLACK & WHITE				
Full page	\$3,122	\$2,935	\$2,591	\$2,529
2/3 page	2,436	2,290	2,022	1,973
1/2 island	1,992	1,872	1,653	1,614
1/2 page	1,825	1,716	1,515	1,478
1/3 page	1,288	1,211	1,069	1,043
1/4 page	996	936	827	807
1/6 page	687	646	570	556
1/8 page	530	498	440	429
2 pg. spread	5,935	5,579	4,926	4,807
1/2 pg. spread	3,455	3,248	2,868	2,799

COVERS				
Cover II	\$5,690	\$5,349	\$4,723	\$4,609
Cover III	5,058	4,755	4,198	4,097
Cover IV	6,331	5,951	5,255	5,128

TWO-COLOR

Add \$250 to B&W prices for one additional color. Second color made with CMYK.

*7x VALUE PACKAGE

Package includes all 6 regular issues of *Ocean Navigator* plus *Ocean Voyager* annual. The 35% premium on *Ocean Voyager* is waived. Advertisers will be billed at a flat rate each issue.

ONLINE ADVERTISING

Ask your sales representative about free online advertising with print packages and options for a la carte and package pricing.

ANNUAL EDITIONS

Add 35% to 1x, 4x, 6x frequency rate. 7x rate: waive the 35%.

2021 Website and Email Newsletter Advertising



An online gathering place

Oceannavigator.com is the online gathering place for knowledgeable, affluent sailors and trawler owners.

Choose your digital audience

Oceannavigator.com gives advertisers new and exciting ways to reach either a broad or targeted audience - you choose.

Website advertising

With Oceannavigator.com you can reach a broad audience with run-of-site ads or target an audience in one of these sections of the site:

- Homepage
- Ocean Voyaging
- Offshore Sailing
- Ocean Racing
- Navigation
- Weather
- Cruising Tips
- Voyaging Under Power

Website Advertising



Dedicated Email Blast



Email Newsletters



Dedicated email blast

Advertisers' own content sent to entire Ocean Navigator email newsletter subscriber list. (Ask your sales rep to see some examples.)

Email newsletter ads

Email newsletter advertising provides an opportunity to reach 14,250 Ocean Navigator email newsletter subscribers. (Choose leaderboard and/or vertical banner)

Website advertising rates

Leaderboard+Medium Rectangle	\$750
Leaderboard (728x90px)	\$500
Half Page (300x600px)	\$500
Medium Rectangle (300x250)	\$500

Email newsletter rates

Leaderboard+Vertical Banner	\$1,200
Leaderboard (600x90px)	\$800
Vertical Banner (120x240px)	\$600
Dedicated Email Blast	\$2,250

Ocean Navigator print advertisers are eligible for discounts on digital ad purchases.



File type: gif, jpg, rich media Size: 40KB
Dedicated email: supply content as html (600px wide) or provide copy and art for Navigator to create.
Max Animation Loops: 3 loops or 15 sec

Voyaging Tips, Marine Electronics, Seamanship & Nav, Weather, Electronic Charting