



ALL AT SEA

CARIBBEAN

2008 MEDIA KIT



PRODUCTS



ALL AT SEA – The Caribbean's Waterfront Magazine

Since 1993 we have been bringing the maritime news and views to the Caribbean region. It's become required reading for the visiting cruisers, megayacht crew, itinerant racers, fishing teams and industry natives alike. Take a stroll with us and see the Caribbean through our eyes. **MONTHLY**

CREW LIFE - For Crew. By Crew

Living an adventure like no other; visit the lifestyle through the eyes of the professional traveler. Let's face it, it's the crew that make the decisions and the list of responsibilities is endless. Crew Life walks with them in this industry that is growing exponentially. Isn't it time to target your business at this powerful readership? **6x/YR**

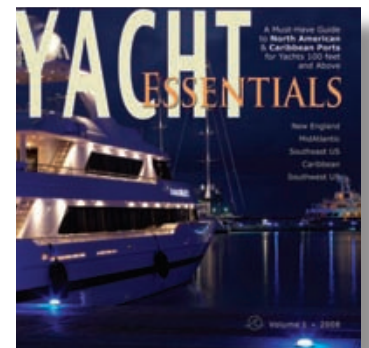


FIRST MATE - The Caribbean's Marine Service Directory

Many islands, many languages, many governments and many currencies, how do you get anything done? FIRST MATE bridges the gap with an annual directory of marine services. Get to them before they need to get to you. Pick up a copy at any of the key marinas, chandleries and provisioners throughout the Caribbean to help build a reputable rolodex of professionals. **ANNUAL**

YACHT ESSENTIALS- A Must-Have Guide to North American and the Caribbean Ports for Yachts 100ft +

Can you accommodate yachts greater than 30 meters? If so... Congratulations, because not many ports can! Captains and Crew demand the information on this specialized level of service. Help us on this journey to shine the light on the capabilities of the ports from Maine to Aruba. Yacht Essentials is the Annual Port-to-Port Guide to: Yards, Capable Marinas, Qualified Marine Services (Engine, genset, watermaker, bunker, fuel, oil, suppliers), Crew Accommodations, Key Port Information (Hotels, Restaurants and Night Clubs, Gyms, Spas, Provisioners, Chandleries, Car Hire), Port Attractions, Major events over the next year. **ANNUAL**



DISTRIBUTION

Newport, RI
 Boston, MA
 Annapolis, MD
 San Diego, CA
 Miami/
 Ft. Lauderdale, FL

Our distribution focus is highest in the Northern Caribbean and the key ports that funnel into the Caribbean.

BREAKDOWN OF DISTRIBUTION BY VOLUME OF MAGAZINES

Miami / Ft. Lauderdale / Annapolis	
Newport / Boston / San Diego	17%
Freeport, Grand Bahamas	1%
Turks and Caicos	1%
Dominican Republic	2%
Puerto Rico	13%
St. Thomas, USVI	15%
St. John, USVI	1%
St. Croix, USVI	1%
British Virgin Islands	10%
Anguilla	1%
St. Maarten/St. Martin	10%
St. Barth	1%
Antigua and Barbuda	3%
Guadeloupe	2%
Dominica	1%
Martinique	2%
St. Lucia	2%
St. Vincent and The Grenadines	2%
Grenada	3%
Trinidad and Tobago	3%
Curacao	2%
Aruba	1%
Colombia/Venezuela	3%

Distribution Venues

- Cruising Rallies
- Boat Shows
- Charter Yacht Shows
- Hand Delivered to Yachts
- Marinas
- Chandleries
- Provisioners
- Marine Focused Businesses
- Regattas
- Fishing Tournaments



READERSHIP

Where are your customers coming from?

People like to plan ahead. Think about it, what do you do when you are getting ready for a voyage? Research... Our readership is no different.

We think that the distribution that counts is not necessarily what's on your island but where else it can be found before they get to you? Our research shows that once they arrive on your island they will use word of mouth and proximity as their main selection criteria.

With this thought in mind, the All At Sea products are designed to get to them first while they are still in the planning process. Life moves quickly, let us help you stay in the front of their minds.

CARIBBEAN SEASON



ALL AT SEA

The Caribbean's Waterfront Magazine

All At Sea has been a cornerstone of the Caribbean marine industry for over 13 years. Established as a community magazine, where it is fun to see and be seen. Our monthly content includes:

- Multi-Month Event Calendar
- Caribbean News
- Yacht Club News
- Event Promotion and Coverage
- Instructional Tips and Tricks
- Humorous World Renowned Columnists
- Caribbean Cooking Recipes
- New / Used Brokerage Section
- Boat Gear and Free Classifieds



Editorial Calendar

January	Bitter End Bucket Superyacht Regatta St. Maarten Classic Regatta	August	Boy Scout Fishing Tournament -The Super Bowl of Marlin Fishing San Juan International Fishing Tournament
February	Miami International Boat Show St. Croix International Regatta	September	Various Caribbean Fishing Tournaments
March	St. Maarten Heineken Regatta St. Thomas International Rolex Regatta BVI Spring Regatta Antigua Megayacht Challenge	October	Annapolis Sailboat Show Annapolis Powerboat Show
April	Antigua Classic Yacht Regatta	November	Rallies all leave their respective ports to the head to the Caribbean including: <i>the ARC (MED), NARC (Newport), Caribbean 1500 (Hampton VA)</i> Start of the Charteryacht Show Season in the USVI and BVI
May	Antigua Sailing Week	December	Major Charteryacht Shows in St. Maarten / Antigua Superyacht Cup in Antigua
June	Various smaller regattas and fishing tournaments		
July	July Open Fishing Tournament		








ALL AT SEA RATES

Frequency monthly (12 issues per year)

Circulation approximately 16,000 per month (*Varies depending on monthly events. See editorial calendar*)

Trim Size 8.5"w x 10.875"h

All At Sea Rate Card all prices in USD

	Display Ad Size	1x/year	2-3x/year	4-6x/year	7-12x/year
	Full Page Spread (2 pages) Bleed 8.75"w x 11.13"h per page No Bleed 7.75"w x 10"h per page	\$2,835	\$2,385	\$2,185	\$1,975
	Full Page + 1/3 Page Spread Bleed 2.9"w x 11.13"h + 8.75"w x 11.13"h No Bleed 2.58"w x 10"h + 7.75"w x 10"h	\$2,100	\$1,775	\$1,625	\$1,465
	Full Page (1 page) Bleed 8.75"w x 11.13"h No Bleed 7.75"w x 10"h	\$1,575	\$1,325	\$1,215	\$1,099
	3/4 Page H 7.75"w x 7.50"h V 5.8"w x 10"h	\$1,295	\$1,100	\$975	\$875
	1/2 Page H 7.75"w x 4.85"h V 3.8"w x 10.00"h	\$895	\$760	\$675	\$599
	1/4 Page V 3.8"w x 4.85"h	\$510	\$435	\$375	\$325
	1/8 Page H 3.8"w x 2.35"h V 1.85"w x 4.85"h	-----	-----	\$199	\$180

"Where To Eat" Restaurant Listing - FREE with a display ad or just \$30/month.

Text ad includes: Restaurant name in bold, 20 descriptive words, Contact info, and Abbreviations from the legend.

Discounts

- 2 Pages (non-spread) -10%
- 3 Pages less -15%
- 4 Pages or more less -20%
- Automatic Credit Card Payment less -5%
- Annual Prepay less -10%

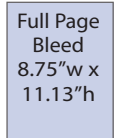
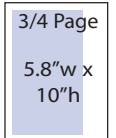
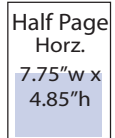
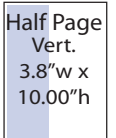
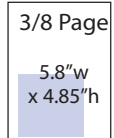
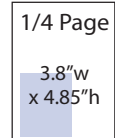
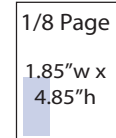
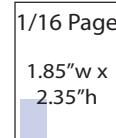
Premiums

- Inside Front Cover & Inside Facing +15%
- Before Table of Contents +10%
- Back Cover (when available) +35%
- Guaranteed Position +10%

BROKERAGE & CLASSIFIEDS

When buying a boat in the Caribbean people count on one source – All At Sea. Don't get left out. Start promoting your fleet of used/new boats today in the only print brokerage section in the Caribbean region. Our strong readership Caribbean Wide and the US marine capitals creates a powerful solution for your clients.

See Display Ad rates below. Text classifieds are free. Keep them to 40 words or under.

 Full Page Bleed 8.75"w x 11.13"h	 3/4 Page 5.8"w x 10"h	 Half Page Horiz. 7.75"w x 4.85"h	 Half Page Vert. 3.8"w x 10.00"h	 3/8 Page 5.8"w x 4.85"h	 1/4 Page 3.8"w x 4.85"h	 1/8 Page 1.85"w x 4.85"h	 1/16 Page 1.85"w x 2.35"h
\$720	\$540	\$360	\$360	\$270	\$180	\$90	\$45

Deadlines

ISSUES	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
space reservation	11/25/07	12/25/07	1/25/08	2/25/08	3/25/08	4/25/08	5/25/08	6/25/08	7/25/08	8/25/08	9/25/08	10/25/08
artwork due	12/1/07	1/1/08	2/1/08	3/1/08	4/1/08	5/1/08	6/1/08	7/1/08	8/1/08	9/1/08	10/1/08	11/1/08

CREW LIFE

For Crew. By Crew.

Imagine that your day starts before everyone else's begins and ends after everyone else has gone to sleep. A Crew member's life is tough but the rewards are well worth the journey. Come aboard and explore what goes on behind the scenes with these amazing individuals on a monthly basis:

- Industry News
- Knowledge Spotlights
- Career Growth and Consulting
- Lifestyle Improvements
- Regional Highlights
- Event Promotion and Coverage
- Crew Placement
- Specials Catering to the Crew







Frequency seasonal (6 issues per year)

Circulation approximately 15,000 per month (*Varies depending on monthly events. See editorial calendar below*)

Trim Size 5.25" w x 8.25" h

Crew Life Rate Card all prices in USD

Ad Size	1x/year	2-3x/year	4-6x/year	Marketplace
 Full Page Spread (2 pages) Bleed 5.5" w x 8.5" h per page No Bleed 4.35" w x 7.3" h per page	\$2,835	\$2,185	\$1,975	----
 Full Page (1 page) Bleed 5.5" w x 8.5" h No Bleed 4.35" w x 7.3" h	\$1,575	\$1,215	\$1,099	\$720
 1/2 Page H 4.35" w x 3.5" h V 2" w x 7.3" h	\$895	\$675	\$599	\$360
 1/4 Page V 2" w x 3.5" h	\$510	\$375	\$325	\$180

Discounts

- 2 Pages (non-spread) -10%
- 3 Pages less -15%
- 4 Pages or more less -20%
- Automatic Credit Card Payment less -5%
- Annual Prepay less -10%

Premiums

- Inside Front Cover & Inside Facing +15%
- Before Table of Contents +10%
- Back Cover (when available) +35%
- Guaranteed Position +10%

Editorial Calendar

November

- Caribbean Season Primer
- Caribbean Charter yacht Show Primer

December

- Ft. Lauderdale Boat Show Coverage

January

- MYBA Charter Yacht Show Coverage
- USVI Charter Yacht Show Coverage
- BVI Charter Yacht Show Coverage

February

- Antigua Charter yacht Meeting Coverage
- Antigua Superyacht Cup Coverage

March

- Bitter End Bucket Coverage
- St. Barth New Year's Coverage
- St. Barth Bucket Promo

April

- Summer Season Destination Primer

Deadlines

ISSUES	JAN	FEB	MAR	APR	NOV	DEC
space reservation	11/15/07	12/15/07	1/15/08	2/15/08	9/15/08	10/15/08
artwork due	11/20/07	12/20/07	1/20/08	2/20/08	9/20/08	10/20/08

FIRST MATE

The Caribbean's Annual Marine Services Directory

One of the things that we love about the Caribbean is the lack of development. Of course, when you want something to get done, you want it done now and more importantly by the right team. We've taken the hassle out of finding the right resource.

Our goal was to keep it simple. We broke the directory up into three sections:

- Listings by Island by Category
- Listings by Category
- Listings in Alphabetical Order

Is your business listed? If not, why not?









Frequency Annual

Circulation 20,000

Trim Size 5" x 8.5"

First Mate Rate Card all prices in USD

	Ad Size	Annual Rate	Annual Rate with Prepaid Discount
	Full Page Spread (2 pages) Bleed 5.25"w x 8.75"h per page No Bleed 4.17"w x 7.75"h per page	\$2250 USD	\$2025 USD
	Full Page (1 page) Bleed 5.25"w x 8.75"h No Bleed 4.17"w x 7.75"h	\$1250 USD	\$1125 USD
	1/2 Page H 4.17"w x 3.8"h V 2"w x 7.75"h	\$750 USD	\$675 USD
	1/4 Page H 4.17"w x 1.85"h V 2"w x 3.8"h	\$450 USD	\$405 USD
	1/8 Page H 2"w x 1.85"h	\$270 USD	\$243 USD
	1/16 Page V 2"w x .85"h	\$175 USD	\$158 USD

Discounts

2 Pages (non-spread) -10%
3 Pages less -15%
4 Pages or more less -20%
Automatic Credit Card Payment less -5%
Annual Prepay less -10%

Premiums

Inside Front Cover & Inside Facing +15%
Before Table of Contents +10%
Back Cover (when available) +35%
Guaranteed Position +10%

Deadlines

space reservation 6.15.08
artwork due 7.01.08

YACHT ESSENTIALS

Ports Capable of 100' or Greater

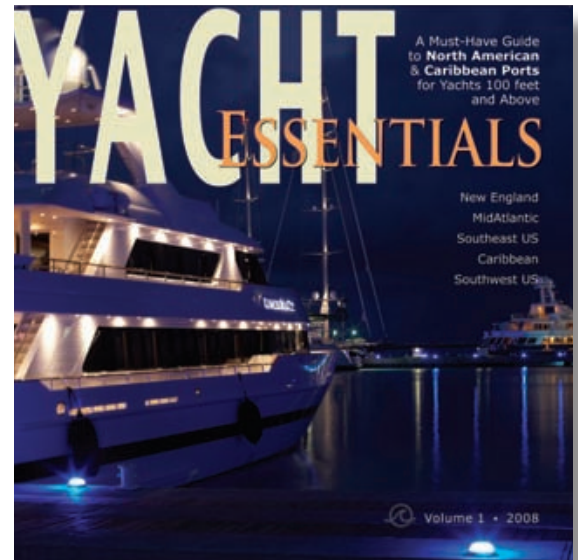
Can you accommodate yachts greater than 30 meters? If so... Congratulations, because not many ports can!

Captains and Crew demand the information on this specialized level of service. Help us on this journey to shine the light on the capabilities of the ports from Maine to Aruba.

Yacht Essentials is the Port to Port Guide to:

- * Yards
- * Capable Marinas
- * Qualified Marine Services
(Engine, genset, watermaker, bunker, fuel, oil, suppliers)
- * Crew Accommodations
- * Key Port Information
(Hotels, Restaurants and Night Clubs, Gyms, Spas, Provisioners, Chandleries, Car Hire)
- * Port Attractions
- * Major events over the next year

We go where the yachts go. Hand delivered to yachts throughout the region at the key marine locations, boat shows and charter yacht meetings, and through key partnerships with worldwide yacht suppliers such as National Marine.



Frequency Annual

Circulation 7,500

Trim Size 9" x 9"

Readership 25,000 Owners, Captains, Crewmembers and Guests

Yacht Essentials Rate Card all prices in USD

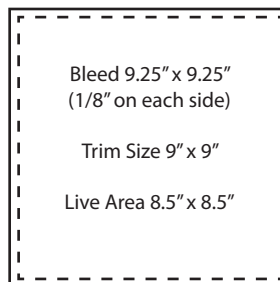
Cover IV	\$1,850
Cover II	\$1,750
Cover III	\$1,500
4 Color Display Rate / Run of Book	\$1,500
4 Color Local Service ad	\$900
4 Color Chamber ad	\$900
1 Chamber edit format page <i>(must be purchased with color ad)</i>	\$700

Discounts

- 2 Pages (non-spread) -10%
- 3 Pages less -15%
- 4 Pages or more less -20%

Deadlines

space reservation	6.15.08
artwork due	7.01.08



ARTWORK SPECS

Digital Specifications for Print Ready Artwork

Preferred File Format:

Print ready TIFF, Flattened PDF or EPS format at 300dpi

Media Requirements:

- CD-Rom (We DO NOT return cds).
-Material instructions and printed proof of artwork must accompany the cd

Electronic Transfer:

- E-mail (depending on size of ad) nicole@allatsea.net
- Internet/FTP
-Instructions for electronic transfer are available from the All At Sea production department. nicole@allatsea.net

Document Construction:

- All colors must be CMYK
- Bleed must be set to 0.125"
-Build pages to trim and extend bleed 1/8" beyond page edge on all sides.
-Retain all live matter at least 5/16" from final trim.
-Trim size for each publication varies. Please see individual rate card for trim size
- 300 dpi resolution

Need Help Designing Your Artwork?

Our Art Department will work with your company to design an ad that effectively gets your message across to our readers.

Design Service Fees: \$50/hour. *Minimum of 1 hr.*

Requirements: Hi res logos and images must be provided.

PAYMENT TERMS

All payments are expected in US Dollars.

We Accept:

- US Draft Checks
- Wire Transfers (Please contact us for Wiring Instructions)
- Credit Cards (Visa, Mastercard and American Express)

Don't Forget our Two Discounts!

- Automatic Credit Card Payment = 5% Discount
- Annual Prepay = 10% Discount (applies to All At Sea and Crew Life only)