



Compass Magazine - Advertising Proposal 2010

Compass is a highly cost effective quality magazine for advertising to the cruising yacht owner. There are three issues per year, in full colour, and circulation is guaranteed to 1500 members. Each publication is mailed direct to Moody yacht owners and read by at least twice as many family and crew members. The majority of these boats are upwards of several years old, some more than 20 years old, and they offer a marketplace for all types of equipment replacement and upgrade, in addition to the purchase of products associated with the maintenance and general upkeep of a high quality cruising yacht. The Moody marque continues in production with new boats.

Market research has established Compass to be a key factor in the success and growth of the Association, usually delivering high advertising response rates from an influential and expanding yacht owning readership. In 2009 we increased our membership by 18%, as the MOA has become the primary source of owner advice and technical support for the Moody fleet.

Compass is produced in full colour throughout, offering an excellent layout for the magazine and improved opportunity for advertisers.

Compass is published in March, August and November.

Copy deadline dates are:

- 22nd February
- 20th June (for Southampton Show)
- 10th October (for London Shows)

Advertisers booking a series of adverts, which can start with any issue, are automatically provided with a free link to their website from www.moodyowners.net. Advertisers are also able to read and contribute to the owners information exchange on the website, providing they register and identify themselves in the name of the advertiser.

We keep rates to a minimum. Our rate card for advertising in 2010 is on page 2, and applies to all advertising booked after 1st January 2010. Rate increases for 2010 are minimal, despite the 15% increase in membership. I hope you will agree that Compass magazine is a very effective way of communicating your products to a high profile boat-owning and direct purchasing readership.

Please contact me as soon as possible to book your space for the forthcoming issues, your copy can follow when ready. New copy should be sent to Acadia PR & Design at the address on the rate card.

The production company for Compass, Acadia, offers advertisers a special rate for the design and layout of any new or revised artwork. This one off opportunity is priced at £75 + VAT @15%.

I hope you will find this proposal of interest and look forward to hearing from you. If you would like a copy of Compass please let me know.

Keith Bater
Compass Magazine Advertising Manager

PTO

Compass Magazine Advertising Rate Card 2010 and Instructions

2010 Rate Card (including Agency Commission)				
Run of Paper Position	One insertion B/W	Series of three B/W	One insertion Colour	Series of three Colour
Single A4 page			£370	£960
Half A4 page	£105	£285	£210	£528
Quarter A4 page	£70	£162	£105	£270
RH Page + 10%				
Special position				
Outside back cover			£575	£1050
Inside front cover			£525	£1020
Inside back cover			£525	£1010
Double page spread			£630	£1800
Folded insert per issue			£300	

Advertising copy can only be accepted in high res JPEG or PDF format.

Artwork supplied in other formats will incur an additional fee of £25 to cover the cost of reformatting for publication.

Send artwork directly to:

Acadia PR & Design
Currie House
Herbert Walker Avenue
Western Docks
Southampton
SO15 1HJ

Tel 023 80 232525
e-mail info@acadia.co.uk
Attn Mr Clive Roberts

Advertisement Dimension Details

A4 303 x 213mm
Includes bleed at no additional cost

Half A4
Landscape 136 x 185mm
Portrait 275 x 91mm

Quarter A4
Landscape 66 x 185mm
Portrait 136 x 91mm

The next copy deadline date for Spring Issue 75 is 22nd February 2010

The advertiser is responsible for ensuring that all elements of the advert are correct, and comply with all legal, moral and copyright requirements. Liability of the MOA is limited to the cost of the advert.

If you wish to use the MOA or Moody logos in your advert, special permission must be sought.

An invoice will be issued on publication of the advert in the first issue of a series. Payment is due within 14 days.

If you would like to book space or have any questions, please do not hesitate to contact me.

Many thanks.

Keith Bater