

2019

BOAT SHOW PROGRAMS

THE BEST TARGETED MEDIA CAMPAIGN IN TOWN

**ADELAIDE
BOAT SHOW**
28 - 30 JUN

**SYDNEY INTERNATIONAL
BOAT SHOW**
01 - 05 AUG

**BRISBANE
BOAT SHOW**
23 - 25 AUG

The Boat Show Programs are glossy, colour magazines with loads of information given out for free on entry to all attendees at each of the boat show events.

Get national coverage affordably in some of Australia's largest boating events by booking a **3 Show Combo**.

- Drive traffic to your stand
- Stand out from the crowd and influence this targeted boating audience
- Be seen as a market leader at the event
- Extremely low cost per thousand advertising medium
- Reach a motivated consumer audience
- Influence decisions that are made long after the show is over
- All attendees and exhibitors of the show will receive a program upon entry
- Advertisers get attractive product item with image in the Product Showcase



AD SIZE	ADELAIDE	SYDNEY	BRISBANE	3 SHOW COMBO (WI SIBS)
FP	\$985	\$2,395	\$985	\$3,795
½ page	\$625	\$1,440	\$625	\$2,380
¼ page	\$445	\$845	\$445	\$1,595

NOTE: LOADINGS APPLY FOR COVER AND PREMIUM POSITIONS. GST TO BE ADDED TO ALL RATES ABOVE.

DEADLINES	ADELAIDE	SYDNEY	BRISBANE
Booking	24 May	21 June	12 July
Material	31 May	28 June	19 July

Material Specifications

SIZE	WIDTH	HEIGHT
DPS (trimmed)	420	275
FP (trimmed)	210	275
½ page vertical	90	245
½ page horizontal	185	121
¼ page horizontal	185	58
¼ page square	121	90

ALL SPECS ARE IN MM
PLEASE INCLUDE 5MM BLEED ON FP AND DPS ADS

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