

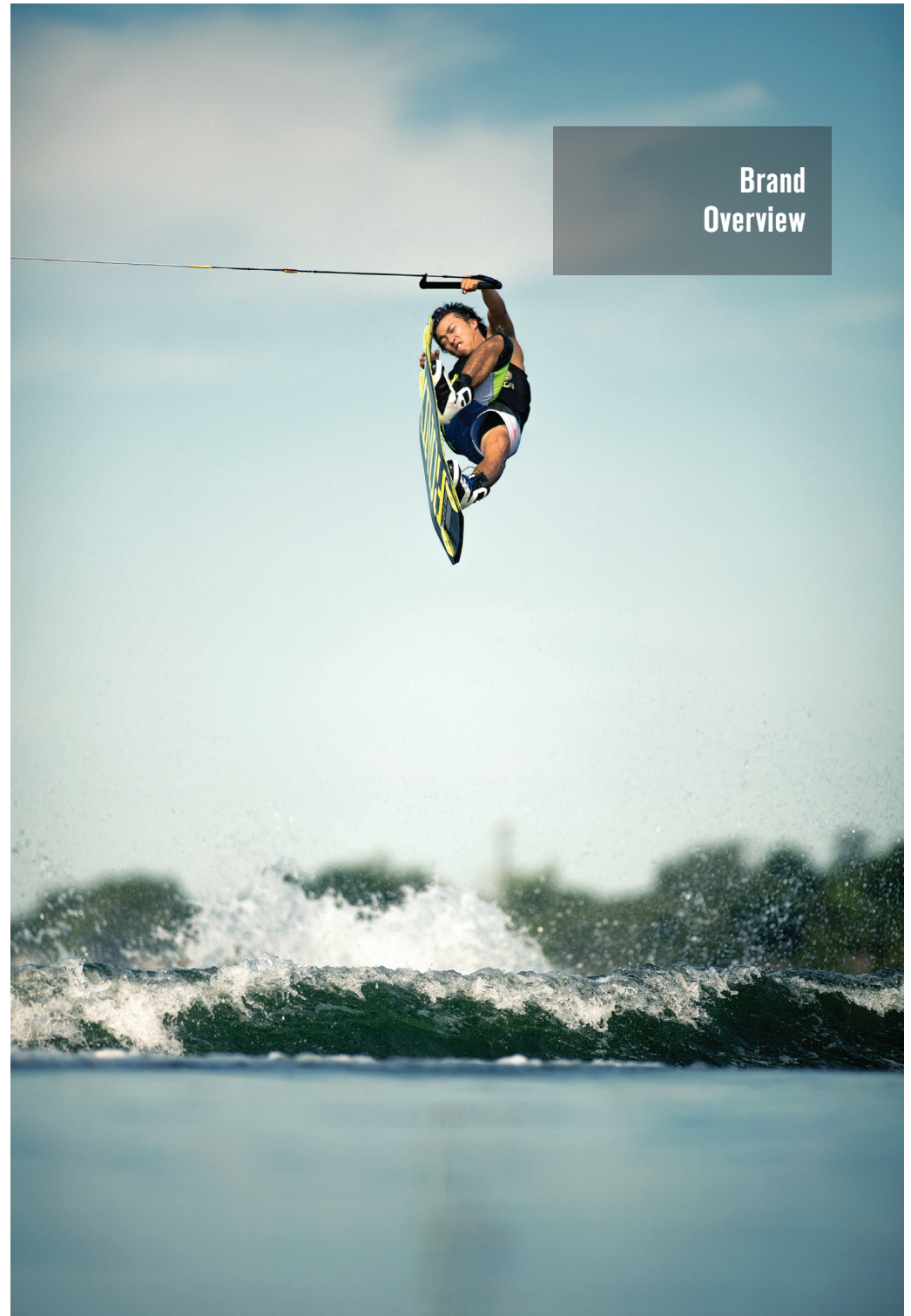


# ***WAKEBOARDING***

**2015 MEDIA KIT**

# ACTIVE. INNOVATIVE. INFORMATIVE.

**WAKEBOARDING** is the world's leading wakeboarding media brand and has been wakeboarding's premier content provider for more than two decades. From the oversized format and vibrant photography of the print magazine to the fresh and innovative content at [wakeboardingmag.com](http://wakeboardingmag.com) and in our range of custom apps, **WAKEBOARDING** reaches the largest, most-engaged audience of wakeboarding enthusiasts in the world.



# What Our Readers are Saying:

“ When I got my first cover of WAKEBOARDING, I remember not sleeping for a week, I was so excited. ”

+++

DANIEL WATKINS  
PROFESSIONAL WAKEBOARDER



“ Soon after I saw it for the first time, I was a subscriber, eagerly awaiting every new mag like it was Christmas once a month. ”

+++

ERIK RUCK  
PROFESSIONAL WAKEBOARDER

“ As long as I've been riding, WAKEBOARDING magazine has been the bible of our sport. ”

+++

RANDALL HARRIS  
PROFESSIONAL WAKEBOARDER

“ My life has been, and forever will be, shaped by the paper you are turning. ”

+++

AARON REED  
PROFESSIONAL WAKEBOARDER

“ Everyone knows looking at the pictures in the mag is the best part of every issue. ”

+++

BRIAN GRUBB  
PROFESSIONAL WAKESKATER



# DEMOGRAPHICS:

**WAKEBOARDING** readers are truly dedicated to the sport. They are affluent, educated, active, and experienced. Our readers come to us for tips, techniques and information on all the latest equipment. They know we can be counted on to deliver the expert information they need and most will make a purchase linked to their lifestyle in the next year.

**33.7**

Median Age

**\$146,500**

Average HHI

**\$634,800**

Net Worth

**6.7**

Average Years  
Wakeboarding

**38.3**

Average Number of  
Days Subscriber and/  
or Other Household  
Members Rode in the  
Past Year

**5.4**

Average Number  
of Months in the  
Wakeboarding Season

**72%**

Own a Boat

**44%**

Plan to Buy a Boat

**2.3**

Number of Wakeboards  
Personally Owned

**87/13%**

Male/Female

**31%**

Own or Rent Waterfront  
Property

**79 min**

Average Number  
of Minutes Spent  
Reading an Issue of  
**WAKEBOARDING**

Brand  
Overview



Source: 2012 WAKEBOARDING Online Reader Survey, Conducted  
by Walker Communications

# AUDIENCE:

Connecting from coast to coast, **WAKEBOARDING** magazine targets every wakeboarder with insightful articles and inspirational photography from every region of the country. **WAKEBOARDING** reaches a larger number of wake-riding participants than any other media outlet in the industry.

**1993**  
Year Established

**8x**  
Frequency

**35,000**  
Distribution

**270,000**  
Total Audience

**1,548,518**  
Monthly Page Views

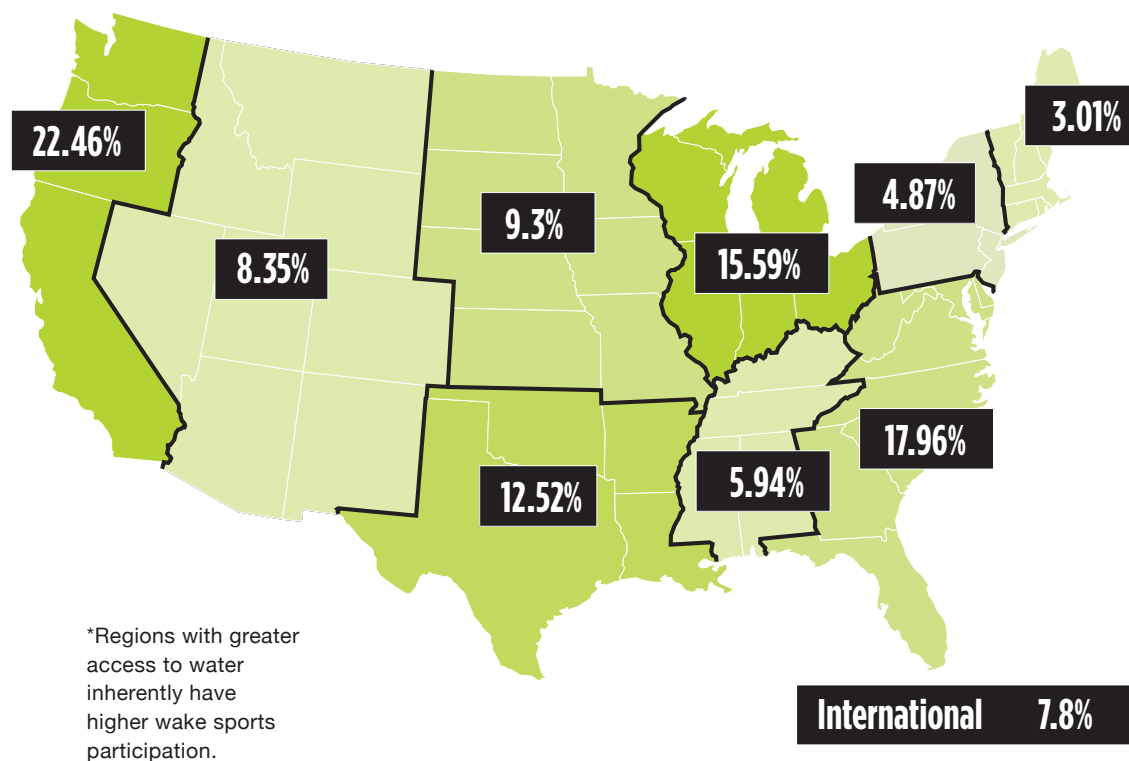
**548,107**  
Monthly Unique  
Visitors

**34,000**  
Opt-In Email  
Subscribers

**94,000+**  
Social Media

**92,000**  
Pass Along  
Readership

**\***  
All 8 issues are  
Available on Both  
the iPad (via the  
App Store) and the  
Nook



**STANDARD GUIDELINES:** These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)

- Doubleclick is used to serve all Bonnier corp Advertisements
- There is a 24-hour turnaround time once all creatives are submitted to Online Advertising Operations
- All ad units must launch a new browser window when clicked on
- All static ads types are accepted (.jpg, .gif, .swf, .html)
- Max initial load file size should not exceed 30k

Below is a list of the most commonly used third party vendors. For a complete list of approved vendors please contact the Ad Ops team. Bonnier has the ability to serve third party tags that are not on the list of approved vendors but we will not be able to track click-throughs.

### APPROVED THIRD PARTY AD TAGS

Atlas  
Bluestreak  
DoubleClick  
Interpolls  
Mediaplex

### APPROVED THIRD PARTY RICH MEDIA

Eyeblander  
EyeReturn  
Eyewonder  
Pointroll  
Unicast

### THIRD PARTY SPECIFICATIONS

- Third Party tags should be served via JavaScript Ad calls, not iframes
- Audio needs be user initiated with a clearly recognizable on/off button
- All floating ad units should have a clearly recognizable close button
- Max initial load file size should not exceed 30k
- Additional polite download should not exceed 80k
- Frame rate per second should not exceed 18fps
- Animation length should not exceed 15 seconds

### EXPANDING ADS

Most Common Ad Unit sizes:	Expanded Dimension:
728x90	728x225
300x250	600x250, 400x250, 300x600
1000x50	1000x250

### MOUSE OVER/MOUSE OFF

- Ad should expand upon mouse over or click on expand button
- Ad should retract upon mouse off or clicking a close button
- If the ad expands with user click, the panel still must retract when mouse is removed
- Any sound should be user initiated by click, not mouse

### FLASH AD UNITS

- Flash files served via DoubleClick must be coded properly for proper click and impression tracking
- All Flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash
- A click through URL must be supplied
- We accept flash version 6-10

### Flash MX/All Versions

A clickable flash object such as a button or hitarea in the flash movie clip will require some actionscript attached to it.

1. Associate the on(release) event with that object.
2. The object will now listen for that particular event. When the event occurs it will trigger actionscript instructions.
3. Place the 'getURL(clickTAG);' actionscript as the instructions. The flash ad code generated will be programmed to pass in the 'clickTAG' as a parameter to that flash ad upon which clicking on the ad will direct the user to the click through URL value found in the clickTAG.
4. Make sure to check off the "Expression" checkbox for the URL field that is the variable for the getURL actionscript function.

**Button Code:** on (release) {getURL (\_level0.clickTag, "\_blank");}

The extra parameter for the getURL function determines the target window for the redirected content. "\_blank" will generate a new browser window.

### CONTACT:

Rebecca Coe  
rebecca.coe@bonniercorp.com

AD UNIT	DIMENSIONS	FILE SIZE	FILE TYPE
Leaderboard	728x90 pixels	72 dpi 30 kb max	gif, jpg, swf
Medium Rectangle	300x250 pixels	72 dpi 30 kb max	gif, jpg, swf
Mega Banner/Pushdown Unit	1000x50 / 1000x250	40 kb max / 80 kb max	gif, jpg, swf
Tower Display	300x600 pixels	72dpi 30kb max	gif, jpg, swf
eNewsletter Leaderboard	728x90 pixels	72 dpi 30 kb max	gif, jpg
eNewsletter Medium Rectangle	300x250 pixels	72 dpi 30 kb max	gif, jpg
Custom eNewsletter	600 pixels wide	72 dpi 30 kb max	html
Video Hosting	608x300 pixels	40 mb max	flv, avi, mov
Homepage Skin (contact for info)	--	--	--



### BOOK SPECIFICATIONS

**Trim Size: 9" x 10-7/8"**

**Binding: Perfect Bound, Jog to Foot**

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

**AD SIZES:** Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

**REQUIRED FORMAT:** PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at [www.swop.org](http://www.swop.org).

**PROOFS:** Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

**INSERTS:** Consult your advertising representative. Production, design and prepress services are available; rates upon request.

**If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Ad materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.**

### PRODUCTION GUIDELINES

**For all bleed ads: Build file to document size and add .125 in. bleed on all 4 sides.** Ensure that crop marks are offset .125 in. from trim.

**Allow .25 in. safety area** within trim on all 4 sides (no live matter)

**Spread ads:** Supply in a single document

#### MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

**Photos:** Supplied images should be high res (300 dpi) in CMYK. B/W images must be high res (300 dpi) grayscale. **Images supplied in RGB will be converted to CMYK.**

**LOGOS:** Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

Native files supplied for corrections/adjustments, must be accompanied by the fonts and links used in those files. **(Recommended:** use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

Ad Unit	Non bleed ad document size	Bleed ad document size*
Full Page	7.75" x 9.875"	9" x 10.875"*
Two-Page Spread	—	18" x 10.875"*
1/2 Page Spread	—	18" x 5.375"*
1/2 Page Horizontal	7.75" x 4.625"	9" x 5.375"*
1/2 Page Vertical (Island)	4.875" x 7"	
1/3 Page Vertical	2.5" x 9.875"	
1/3 Page Square	4.875" x 4.625"	
2/3 Page Vertical	4.875" x 9.875"	
1/6 Page Horizontal	4.875" x 2.125"	
1/6 Page Vertical	2.375" x 4.625"	
1/12 Page Square	2.375" x 2.125"	

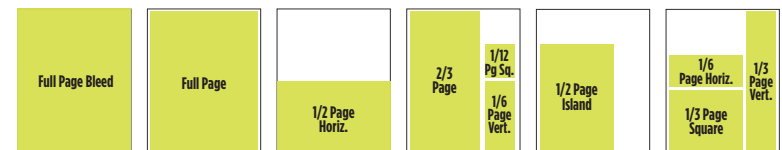
#### NEW!

**\* Size specified is for DOCUMENT trim size. For all bleed ads build file to document size and add .125 in. bleed on all 4 sides.**

**Allow .25 in. safety area within TRIM on all 4 sides (no live matter) Ensure that crop marks are offset .125 in. from trim.**

### 2015 CLOSING DATES

ISSUE	SPACE CLOSE	MATERIALS DUE	ON SALE PRINT	AVAILABLE ON TABLETS
March	1/2/2015	1/5/2015	2/17/2015	2/7/2015
April	1/27/2015	1/29/2015	3/17/2015	3/7/2015
May	2/24/2015	2/26/2015	4/14/2015	4/4/2015
June	3/31/2015	4/2/2015	5/19/2015	5/9/2015
July	5/5/2015	5/7/2015	6/23/2015	6/13/2015
August	6/9/2015	6/11/2015	7/28/2015	7/18/2015
September	7/7/2015	7/9/2015	8/25/2015	8/15/2015
Fall	8/3/2015	8/5/2015	9/29/2015	9/19/2015
2016 Water Sports Gear Guide	9/16/2015	9/21/2015	11/23/2015	11/13/2015



### AD MATERIAL SUBMISSIONS

**Ad files should be submitted via our Ad Portal at [adportal.bonniercorp.com](http://adportal.bonniercorp.com).**

For ads supplied electronically, advertiser must supply an additional content proofing jpg. **We do not accept ads via e-mail.** Electronic files are stored for one year only, unless otherwise requested in writing.

#### SEND ALL OTHER MATERIALS TO:

WAKEBOARDING Magazine  
Attn: Susan Peterson Goldfarb  
460 North Orlando Avenue, Suite 200  
Winter Park, FL 32789

#### PRODUCTION CONTACT

407-571-4513  
[susan.goldfarb@bonniercorp.com](mailto:susan.goldfarb@bonniercorp.com)

1. Rates on this card are effective beginning with the March 2015 issue and are stated in U.S. Dollars.
2. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
3. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.
4. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate. Advertiser and Agency agree to pay for incomplete contracts at the shortage rate.
5. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency. Publisher is not responsible for loss or damage of any advertising materials.
6. Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is granted, in writing, by the Publisher.
7. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
8. Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due.
9. Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof constitutes a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein.
10. Until credit is approved, Advertisements are run on a prepaid basis only. After approval, credit terms are Net 30 days.



# FOR MORE INFORMATION, PLEASE CONTACT:

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