

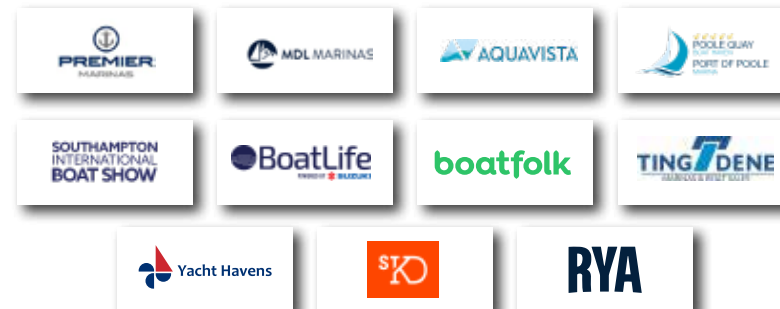
# ALL AT SEA

BRITAIN'S MOST READ WATERFRONT NEWSPAPER

# MEDIA KIT 2024

WWW.ALLATSEA.CO.UK

Proud to be distributed at



plus many more

## More than just a berth

The Premier Advantage: valuable rewards and benefits for boat owners



**FREE** **ALL AT SEA** **WIN! PAGE 35**

WWW.ALLATSEA.CO.UK FEBRUARY 2024

**A NATIONAL INSTITUTION SHIPPING FORECAST**

Quintessentially British and symbolic of a nation steeped in maritime tradition, the 100th anniversary of the first radio broadcast of the Shipping Forecast should be celebrated as a key moment when safety became a priority at sea. SEE PAGE 3

**SHOW PREVIEW BoatLife** **PAGE 33**

**ENTRIES ARE OPEN FOR COWES WEEK and the Round the Island Race!**

**5 TO WIN RNLI 200 SUPPORTERS PACK**

**PAGE 08 NEW SAILGP DRIVER BEN AINSLIE STEPS DOWN**

**PAGE 21 LAUNCH INTO 2024! SHOWTIME WITH THE RYA**

**PAGE 25 PLAN YOUR HOLIDAYS 7 PAGES OF ADVICE & IDEAS**

**SOUTH COAST & GREEN TECH BOAT SHOW** **Ocean Village Marina Southampton** **19th-21st April 2024**

Book your **FREE** tickets now! [MDLBOATSHOW.CO.UK](http://MDLBOATSHOW.CO.UK)



# ALL ABOARD

All at Sea is available every month for FREE at over 600 marinas, chandleries, sailing clubs, seafront pubs and yacht brokers across the UK as well as online in a page turning format.

Every month an estimated 100,000 plus people enjoy boating news, features, reviews and competitions.

All at Sea prides itself in being a publication that reports and publishes the opinions and activities of the ordinary people in the boating and leisure marine industries.

The paper covers everything that happens on or near the sea and the people who make it happen.

All at Sea is much-loved and respected and appeals to everyone whether they own a dinghy or superyacht or just love being beside the sea.

It is written, compiled and designed by a 'crew' of dedicated enthusiasts.

*Jane*

1000s  
of readers every  
month read the  
print and digital  
formats

100s  
of distribution  
points  
throughout  
the UK

# WHY ADVERTISE?

- All at Sea is a **multi-media platform** allowing for a wide cast of readership, both online and in print
- Our **waterfront distribution** ensures that we reach our target audience of boating, yachting and watersports enthusiasts, enabling you to reach a wide audience of potential customers
- Our very **short lead times** allow for up-to-the-minute advertising changes, news and product releases
- Perfect for **brand building** due to its large readership
- All at Sea is constantly building its distribution outlets, and also **increases its print run** during major shows allowing you to reach more potential customers
- All at Sea has a presence at **boat shows** around the UK
- We can create **bespoke advertising packages** across print and digital channels
- All at Sea delivers a **weekly e-newsletter** sent to a targeted boating audience
- With the latest boating news, features, competitions and access to the current, and past issues, the **All at Sea website** is a fantastic resource for boaters

respected boating  
newspaper

nationwide waterfront  
distribution

reach your target  
audience with ease





weekly newsletter

distributed at major  
UK boat shows

bespoke advertising  
packages available

ad design service

# COPY DEADLINES

ISSUE		NEWS DEADLINE	AD COPY DEADLINE	PRINT DATE	ON SALE DATE
January		21/12/2023	22/12/2023	02/01/2024	03/01/2024
February		25/01/2024	26/01/2024	30/01/2024	31/01/2024
March		22/02/2024	23/02/2024	27/02/2024	28/02/2024
April		21/03/2024	22/03/2024	26/03/2024	27/03/2024
May		25/04/2024	26/04/2024	30/04/2024	01/05/2024
June		23/05/2024	24/05/2024	28/05/2024	29/05/2024
July		20/06/2024	21/06/2024	25/06/2024	26/06/2024
August		25/07/2024	26/07/2024	30/07/2024	31/07/2024
September		29/08/2024	30/08/2024	03/09/2024	04/09/2024
October		26/09/2024	27/09/2024	01/10/2024	02/10/2024
November		24/10/2024	25/10/2024	29/10/2024	30/10/2024
December		21/11/2024	22/11/2024	26/11/2024	27/11/2024

## TERMS AND CONDITIONS:

iSite-Media Ltd take bookings in writing, by email or over the phone. If you require us to use a purchase order number please supply the number at the time of booking VAT. All prices are subject to 20% VAT where applicable. If you require charity zero rating, please supply a declaration at the time of booking.

Payment terms. You will be invoiced on the day of publication. Our credit terms are strictly 30 days. All new advertisers will be required to complete a Trade Reference Form and all first time advertisements must be prepaid prior to publication and until such time as the Trade Reference Form is completed and received by us. Payments can be made by cheque, BACS or Paypal. Interest of 4% will be applied to invoices unpaid after due date of payment. The Invoice is subject to Late Payment of Commercial Debts Regulations 2002

Agencies: Agency discount will only be applied if explicitly mentioned when booking. If you use an agency you will be responsible for any charges they make. Agencies are fully and totally responsible for settlement of all invoices in the event that the third party should go into receivership or liquidation. Likewise, companies are fully and totally responsible for settlement of all invoices in the event that their agency should go into receivership or liquidation.

Cancellations: All cancellations must be made in writing at least 14 days before the publication date. If you do not cancel the order within 14 days before publication, or if your artwork does not arrive by the copy deadline, you will be required to pay for the advertising space booked. If a series booking is undertaken and cancelled before its completion, the discount received on all prior advertisements will be invoiced and must be paid upon cancellation.

Artwork: It is your responsibility to ensure that the artwork (complete or text and images) arrives before the copy deadline. Failing this, the Publisher reserves the right to print a previous advert or only the name and address of the advertiser.

We reserve the right to refuse advertisements containing unsuitable material.

Proofs: Proofs of adverts are not provided unless specifically requested. You must check carefully and report any amendments or errors immediately to us.

We cannot accept responsibility for any consequential losses arising as a result of errors or omissions in advertisements or editorial. All copy is subject to the approval of the proprietors who reserve the right to omit or decline any advertisement. Copy will only be accepted on the condition that the advertiser warrants the advertisement and does not in any way contravene the provisions of the Trade Description Act 1968. The advertiser will indemnify the proprietors and printers of iSite-Media Ltd in respect of any claims, cost and expenses arising out of any illegal or libelous matters published in their advertisement, or infringements of copyright, patent etc.

Distribution: while we make every effort to ensure the continuity of our distribution, we reserve the right to amend publication dates and distribution patterns without notice.

# PRINT - ADVERTISING RATES

DISPLAY	SINGLE ISSUE (£)	2 - 6 ISSUES (£)	7 - 12 ISSUES (£)
Double Page Spread (DPS)	2,310	2,100	1,700
Full Page	1,300	1,150	1,000
Half Page - Vertical or Horizontal	750	660	570
Quarter Page - Vertical or Horizontal	400	350	300
A4 Page within editorial	1,150	1,000	950

CLASSIFIED	SINGLE ISSUE (£)	2 - 6 ISSUES (£)	7 - 12 ISSUES (£)
Quarter Page - Vertical or Horizontal	275	250	200
Eighth Page	155	135	110
Sixteenth Page	90	70	60

SPECIAL POSITIONS	SINGLE ISSUE (£)	2 - 6 ISSUES (£)	7 - 12 ISSUES (£)
Front Cover Banner	825	715	600
Inside Front Cover	1,500	1,300	1,200
Inside Back Cover	1,500	1,300	1,200
Outside Back Cover	1,600	1,485	1,300
Front Cover Earpiece	350	300	250

## ADVERTORIAL

IN PRINT AND ONLINE	PAO
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## MARINA GUIDE LISTING -

ANNUAL BOOKING	£300
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# DIGITAL - ADVERTISING RATES

ONLINE	SINGLE ISSUE (£)	2 - 6 ISSUES (£)	7 - 12 ISSUES (£)
Banner	210	190	160
Skyscraper	210	190	160
Button	110	95	80
Enhanced Marina Guide	300	N/A	N/A
Solus E-Shot	275	N/A	N/A
E-Newsletter Banner	160	N/A	N/A

## TECHNICAL SPECS

### ALL AT SEA ADVERT DIMENSIONS (width x height)

Full page	268 x 332 mm
Half page horizontal	268 x 164 mm
Half page vertical	132 x 332 mm
Quarter page	132 x 164 mm
Quarter page banner	268 x 80 mm
Eighth page	132 x 80 mm
Sixteenth page	64 x 80 mm

#### Supplying PDFs:

Press-ready PDF files should be supplied at 300 dpi, using the CMYK colour space. There is no bleed on All at Sea advertisements.

#### Supplying images and text:

Images must be separate files and can be supplied on email. Images supplied must be high quality (JPEG or TIFF at 300dpi). Images pulled off the internet or a website will not be of a high enough standard on display ads, unless a high quality download is available. If unsuitable images are supplied, we cannot take any responsibility for these images appearing to an unsatisfactory standard. Raw text must be supplied in Microsoft Word or in an email.

#### Supplying open files:

Adobe InDesign files sent through for amendment should be packaged/collected for output with all links/images. All fonts must be included/embedded. iSite-Media Ltd reserve the right to substitute fonts where necessary.

#### Colour and ink coverage:

Colours created in your ad must be created using CMYK colours (no RGB or spot colours). Where a solid black background is to be created with a reverse type, a 40% cyan is recommended to reinforce the printed solid black. The total ink coverage should not exceed 280% (for example C=70%, M=70%, Y=70%, K=100%, total of 310% which is too high and could fail to dry). One colour black must be used when setting body text.

#### Amending supplied artwork:

Please note that we cannot usually amend previously supplied artwork. If you do need to make amendments please supply all text and images (photographs, logos) used in the original artwork as separate files. We can then reset the artwork with the amendments made.



## GET IN TOUCH



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**Published by**

