

# WATERFRONT NEWS

SOUTH FLORIDA'S NAUTICAL NEWSPAPER SINCE 1984

**INSIDE**

## Monthly niche publication serves boaters and waterfront residents

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**Serving the  
Waterfront  
Communities of  
Broward, Dade,  
Palm Beach &  
now the Keys.  
Circulation  
42,000**

Each issue of the Waterfront News is stocked with news that reflects the trends and concerns of southeast Florida's waterfront community.

Our readers are a diverse group of people with varied interests. They sail or powerboat, are active in neighborhood issues and like to dine out and travel. They live and work along the Intracoastal Waterway, the New River and Middle River, Dania Cut-off Canal and Biscayne Bay — areas where the Waterfront News is circulated free, door-to-door and over-the-counter. Nationally, we also serve paid subscribers from Maine to Hawaii and from Alaska to Puerto Rico.

Monthly news coverage is focused on the local and regional boating scene, waterfront issues, neighbor-

hood profiles, travel pieces, galley recipes, nautical opinion columns (admiralty law and marine commerce) and local tide tables. In addition, we are proud of our memberships in both the Florida Press Association and the Associated Press.

**The Waterfront  
News has been  
home delivered  
monthly since 1984**

Businesses that advertise in the Waterfront News include marinas, boat yards, yacht brokers, marine services, boat dealers, restaurants, hotels, real estate brokers and travel agencies — any company seeking to reach those who enjoy south Florida's waterfront.

We offer many different ad sizes to fit your company's individual style, concept and budget. Also available is a full classified section with both line and display ads. Our classifieds include the largest fleet of dockage listings and the most comprehensive gathering of marine artisans in southeast Florida

The Waterfront News has been published monthly since 1984 and has earned the reputation as "South Florida's Nautical Newspaper." Our staff is ready to meet the changing needs of the 21st Century waterfront community.

That means: your print ad appears on our web site as it appears in the newspaper with a link to your URL, more special advertising sections and fresh, new promotions.

### ***IN-HOUSE ART DEPARTMENT***

The Waterfront News has a graphic arts department which is available to compose ads, fliers or inserts for clients, utilizing Macintosh computers. We also gladly accept mechanicals, camera-ready and floppy discs of previously composed ads.

Ads are due by the 10th of each month, for the following month's publication.

For further information, please call (954) 524-9450.

**Meet Your Waterfront News Sales Representative:**

**WATERFRONT NEWS**

SOUTH FLORIDA'S NAUTICAL NEWSPAPER SINCE 1984

Ziegler Publishing Co., Inc.

**ELANA BRYAN**  
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(954) 524-9450  
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11/2007

<http://waterfront-news.com>

**Reaching a specific advertising audience**

**Waterfront News creates your 'Nautical Niche'**

The Waterfront News targets a certain audience — people enjoying the boating lifestyle and all it offers. Unlike other papers that have no specific focus, we have painstakingly created our own niche. And that means your advertising message reaches the people who need your company's service or product.

For that reason, maintaining a professional circulation department is a top priority here at the Waterfront News. The paper must reach the waterfront public in a timely and professional manner.

While most free publications merely deposit bundles of papers at their client's doorsteps, we take our responsibilities much more seriously.

That's why we make sure the Waterfront News reaches 21,000 ocean-access homes in southeast Florida. We recruit professional circulation contractors to hand-deliver the publication along the Intracoastal Waterway from Miami to Boca Raton. In Broward County, neighborhoods adjacent to Cypress Creek, the

Middle River, the New River and the Dania Cut-off Canal receive the paper along with Dade County's Biscayne Bay and Miami Beach.

**Over 42,000 copies of the Waterfront News delivered directly each month to 21,000 waterfront homes and 1,100 marine-related businesses.**

In addition, 20,000 papers are made available at 1,100 over-the-counter locations in Monroe, Dade, Broward and Palm Beach counties. These include marinas, marine businesses, city halls, restaurants and shops. (For specific circulation statistics, please see chart at right).

To maintain quality control, we regularly survey loyal readers and advertisers on our circulation routes. Waterfront residents are also encouraged to report any delivery irregularities to our administrative office in Fort Lauderdale.

Getting the Waterfront News to the right people and places is our goal.

**Circulation summary totals:  
Home Delivery**

Dade County.....	2,425
Palm Beach County.....	1,000
North Broward.....	7,000
Bayview & ICW.....	1,500
Middle River.....	1,025
New River (North & South Forks).....	6,350
Dania Cut-Off Canal.....	800
Southern Broward.....	900
<b>Sub-Total.....</b>	<b>21,000</b>

**Over-The-Counter**

Palm Beach .....	1,000
Broward .....	14,000
Monroe .....	3,000
Dade.....	2,000
<b>Sub-Total.....</b>	<b>20,000</b>

(to over 1,100 locations)

**Subscribers Out-of-Town and Office Use.....1,000**

**Total Circulation:**  
**42,000**  
**Call (954) 524-9450**

**VALUE ADDED**

In addition to home delivery, the Waterfront News offers added exposure by distributing thousands of papers at these popular marine events:

- **Miami International Boat Show**
- **Palm Beach Boat Show**
- **Dania Marine Flea Market**
- **Ft Lauderdale Int'l Boat Show**
- **Lighthouse Point Flea Market**
- **Upper Keys Marine Flea Market**
- **All ads posted on WFN web site**

**BONUS!**

**Editorial Calendar**

<b>January</b> Lighthouse Pt Marine Flea Mkt Key West Race Week Gulfstream Regatta	<b>February</b> Miami International Boat Show Upper Keys Marine Flea Mkt	<b>March</b> Dania Marine Flea Mkt SORC races Waterway Cleanup
<b>April</b> Palm Bch Boat Show Ocean Fest Dive Show Seafood Festivals	<b>May</b> Pompano Fishing Rodeo Safe Boating Week	<b>June</b> Plywood Regatta So Fla Boat Show
<b>July</b> Lobster Season	<b>August</b> Regatta Time in the Abacos	<b>September</b> Hurricane Season
<b>October</b> Columbus Day Regatta IBEX Boat Manufact'r's Show	<b>November</b> Ft. Lauderdale Int'l Boat Show	<b>December</b> Winterfest & Area Boat Parades Florida Dive Show

For the latest calendar of nautical events, log on to our web site @ <http://waterfront-news.com>

# Insert flier Advertising

## To homes & at shows

The Waterfront News can insert your brochure or flier (up to 8.5" x 11" and less than one ounce per item) into the newspapers going to waterfront homes and boat shows.

Starting at **\$50 per 1000**, our charge does not include printing, folding and any other Insert production costs, if necessary. There is a minimum order of 1000 inserts; if you have fewer than 1000 you will be charged at least \$50, regardless.

For neighborhood break-downs or up coming boat shows call the Waterfront News locally at 954-524-9450 or from out-of-town at 1-800-226-9464. You can e-mail us at: ads@waterfront-news.com

The deadline for inserts is always the 20th of the previous month you intend to advertise.

## Longterm Advertising

*has its advantages*

Advertise Now and get these specials:

- **12 months at the 10-month rate**  
"12 @ the price of 10"  
*(16.67% discount)*

- **7 months at the 6-month rate**  
"7 @ the price of 6"  
*(14.29% discount)*

- **10% off for 3 months or more.**

*Must be paid in full upfront*

# WFN AD RATES:

Per Column Inch (3.33" x 1").....	\$ 30
Minimum Art Fee (waived if camera ready).....	15
Graphic Artist (per hour fee).....	40
Color Fees - Minimum 1 color surcharge for spot color.....	25
(additional) -Half Page ad per color.....	50
-Full Page Ad per color.....	100
Inserts/1000 (8.5" x 11" max) <i>distribution cost only, printing is extra</i> .....	50
Classified ads (35 key strokes) per line (\$25, 2-line minimum).....	5
Classified display ad per column inch (2.375" x 1").....	30

**Full Page**  
10 1/2" x 15 1/2"

**Back Cover \$1400**  
**Inside \$1200**

**Half Page Horizontal**  
10 1/2" x 7 1/2"

**\$625**

**Half Page Vertical**  
6 7/8" x 11"

**\$625**

**Third Page Horizontal**  
10 1/2" x 5"

**\$450**

**Third Page**  
3 1/3" x 15 1/2"

**\$450**

**Quarter Page Horizontal**  
6 7/8" x 5 3/4"

**\$325**

**Quarter Page Vertical**  
5 1/8" x 7 1/2"

**\$325**

5 1/8" x 3.25"

**Ninth Page Horizontal**  
**\$150**

6 7/8" x 2 1/2"

**Ninth Page Vertical**  
3 1/3" x 5"

**\$150**

**Square**  
3 1/3" x 3"

**\$90**

**Business Card**  
3 1/3" x 2"

**\$60**

# “Camera Ready” Requirements

Line Screen = 85

Color = CMYK

We are a **Macintosh** shop. All electronic documents & media must be cross-platform compatible.

**Electronic Media** preferred as:

- E-mail attachment

- Floppy (Mac or PC)
- Zip (100MB or 250MB)
- CD (Mac compatible, formatted "fat")

Accepted **File Formats:**

- PDF (print or press resolution, **NOT** screen or e-book)

- EPS
- TIF

- or native files of:
- Quark Express
  - Photoshop
  - Acrobat
  - Illustrator
  - InDesign
  - PageMaker

*note: linked graphic files must be included and inventoried, as well as all fonts or their outlines (required for rare or PC fonts)*

**Other Media Accepted:**

- Film Negatives (right read, emulsion down)

*(A scan fee is charged.)*

- PMTs
- Laser Prints ( 600 dpi or better on white paper )

**Ad Size Reqs:**

- Vertically up to 15.5 inches

• Horizontally:	<u>Classifieds</u>	<u>1-column</u>	<u>1.5-column</u>	<u>2-column</u>	<u>3-col.</u>
	2.454”	3.333”	5.125”	6.875”	10.5”
		3 1/3”	5 1/8”	6 7/8”	10 1/2”

Native Microsoft *Publisher* or *Word* files can **NOT** be accepted. Additional Fees will be charged for nonconforming ad art.  
*Any questions? Phone 954-524-9450, Fax 954-524-9464 or e-mail: ads@waterfront-news.com*

**Your Waterfront News Ad**  
**Will Be Seen on the Internet @**  
**www.waterfront-news.com**  
*Anywhere in the World, Right Now !*

At no extra charge, all ads in the print edition are posted on the Waterfront News web site that month. We will link your ad to your web site if you have one. You are also encouraged to list your e-mail address. The Waterfront News considers the internet another circulation venue, like home delivery and boat shows.