



- Introduction
- Work Boat World readership
- Advertising Rates
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- Material Specifications

# ADVERTISING WITH WORK BOAT WORLD





## Introduction

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## INTRODUCING WORK BOAT WORLD

*Work Boat World* is the leading work boat magazine in the market. Published for 35 years, it covers all aspects of the global commercial and government work boat market, including offshore oil and gas, passenger transportation, tugs and salvage, military security, and fishing and aquaculture. Pilot boats, RIBs/RHIBs, safety, fire and rescue vessels and all manner of smaller craft are also comprehensively covered.

The *Marine Projects World* section takes a look at the world's work boats once they have entered service. It incorporates case studies that provide in-depth, behind-the-scenes coverage of all types of marine projects worldwide, including maritime infrastructure development (ports, terminals, wind farms, bridges, offshore structures etc.), dredging (marine and riverine), land reclamation, salvage, environmental operations, surveys and heavy lift operations.

### Readability

*Work Boat World* is the clear leader in quality of content. Unlike much of the trade press, we are not a magazine comprised mostly of press releases! Our world famous vessel reviews provide in-depth analyses of the latest newbuilds from all corners of the globe, and our team of industry experts ensure our columns, now insightfully covering the offshore, passenger vessel, maritime security, tug and salvage, fishing and aquaculture and other sectors, are timely and relevant. From an advertiser's perspective, you need to be sure your ad is being seen, and it will only be seen if the content surrounding it is what readers want.

### Circulation

With 40 years experience in the industry, including trade shows, conferences, publications and online offerings worldwide, Baird Publications has the best network in the business. We know everyone who's anyone worldwide, not just in North America and Europe. Via *Work Boat World*, you can be sure your advertisement will be seen by the industry's decision makers whatever your target market. *Work Boat World* is read by 15,200 readers on average every month, and is growing.

### Customers

Join the world's biggest names in the marine industry which have long histories of advertising in *Work Boat World*, including builders (Damen Group, Cheoy Lee, Austal, Incat), designers (Robert Allan Ltd., Skipsteknisk, Incat-Crowther, CintranaVal-Defcar), equipment suppliers (MAN, Rolls-Royce, MTU, Kawasaki, Yanmar, Mitsubishi), operators (Swissco, Eastern Navigation, Zakher), and many, many more.

### Conclusion

In short, *Work Boat World* is the most attractive, most popular and most readable magazine on the market. We look forward to working with you to make your business more profitable.

For further information about *Work Boat World* contact Baird Maritime

PH: +61 3 9824 6055 FX: +61 3 9824 6588 Email: [marinfo@baird.com.au](mailto:marinfo@baird.com.au)



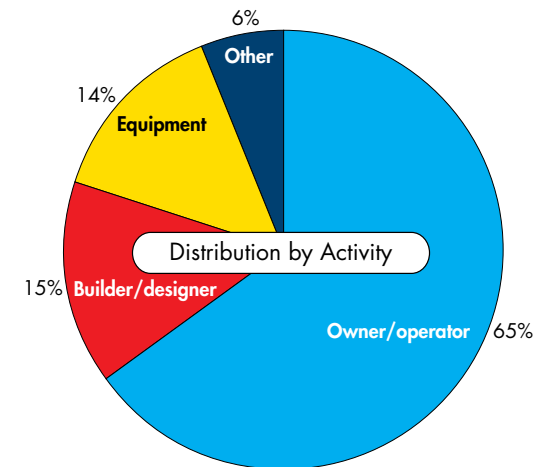
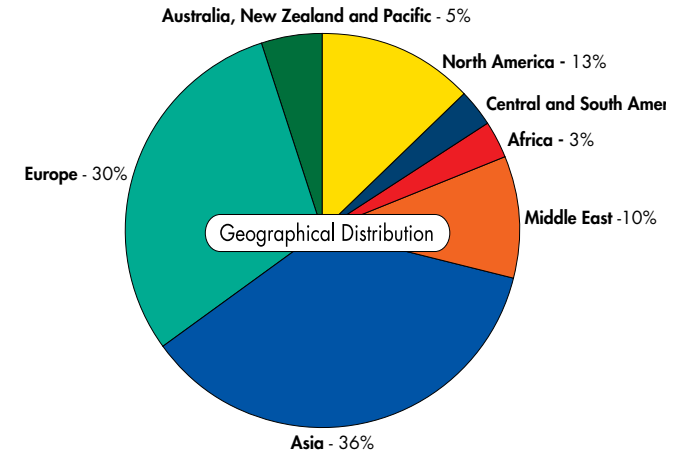


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# WORK BOAT WORLD READERSHIP

## MONTHLY PROFILE

Work Boat World is read by 15,200 readers on average every month.







## ADVERTISING RATES

SIZE	SINGLE INSERTION	THREE PER YEAR (PER INSERTION)	SIX PER YEAR (PER INSERTION)	TWELVE PER YEAR (PER INSERTION)
Full Page	€2,475	€2,350	€2,225	€2,100
Half Page	€1,400	€1,330	€1,265	€1,150
Third Page	€990	€940	€890	€850
Quarter Page	€745	€710	€670	€650

### GUARANTEED POSITION LOADINGS:

Outside Back Cover +50%

» Inside Front Cover +25%

» Inside Back Cover +15%

» Other +10% •

Rates effective January 2014

**INSERTS:** €2,475 (Delivery to our printer is advertiser's responsibility)

This assumes a maximum of two sheets of A4 paper of 100gsm. maximum weight 15 grams. An extra charge will apply for heavier items.

**PAYMENT:** By cheque or draft to:

Baird Publications Pty. Ltd

Suite 3, 20 Cato Street

Hawthorn East

Victoria 3123, Australia

**TERMS:** Net 30 days from date of invoice. Interest of 1.0% per month will be charged on any accounts exceeding our trading terms.

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# 2017 EDITORIAL SCHEDULE

MONTH	DEADLINE	VESSEL TYPE	EQUIPMENT/SERVICES	GEOGRAPHICAL and EVENT
January	December 2	Passenger and Tourist Vessels	WBW Vessels of the Year 2016 WBW Suppliers of the Year 2016 Vessel Interiors	ASEAN
February	January 6	Small Craft Survey (SCS) Offshore Oil and Gas Windfarm Support Vessels	Fuels and Lubricants Engines and Propulsion Systems Paints and Coatings SCS Gear and Safety/Rescue Equipment	Middle East and Africa
March	February 3	Tugs, Towage and Salvage Fishing and Aquaculture	Deck Machinery Marine Electronics Naval Architecture and Design Software Fishing Equipment	Sweden Latin America France
April	March 3	Maritime Security	Classification Societies Finance, Insurance and Legal Services Maritime Security Gear and Equipment	Denmark Spain <i>Navexpo, Lorient, France</i>
May	April 7	Passenger and Tourist Vessels	Engines and Propulsion Systems Vessel Interiors Fuels and Lubricants	Norway Indonesia <i>Nor Shipping, Oslo, Norway</i> <i>Tugology, Rotterdam, Netherlands</i>
June	May 5	Small Craft Survey (SCS) Offshore Oil and Gas Windfarm Support	SCS Gear and Safety/Rescue Equipment Marine Electronics Paints and Coatings Naval Architecture and Design Software	South Korea Benelux Australia and New Zealand <i>Seawork, Southampton, UK</i>
July	June 2	Tugs, Towage and Salvage Fishing and Aquaculture	Deck Machinery Classification Societies Finance, Insurance, Legal Services	India Germany
August	July 7	Maritime Security	Engines and Propulsion Systems Maritime Security Gear and Equipment Fuels and Lubricants	Malaysia North America <i>SMM, Hamburg, Germany</i>
September	August 4	Passenger and Tourist Vessels	Vessel Interiors Refit and Repair Marine Electronics Naval Architecture and Design Software	Turkey Italy
October	September 8	Small Craft Survey (SCS) Offshore Oil and Gas Windfarm Support	SCS Gear and Safety/Rescue Equipment Paints and Coatings Classification Societies Finance, Insurance, Legal Services	Japan Denmark <i>Interferry, Split, Croatia</i> <i>Europort, Rotterdam, Netherlands</i> <i>KorMarine, Busan, Korea</i>
November	October 6	Tugs, Towage and Salvage Fishing and Aquaculture	Engines and Propulsion Systems Fuels and Lubricants Deck Machinery	Russia UK and Ireland <i>Work Boat International,</i> <i>New Orleans, USA</i>
December	November 3 NOTE: Deadline for January 2018 issue is December 1, 2017	Maritime Security	Maritime Security Gear and Equipment Marine Electronics Naval Architecture and Design Software	China, Taiwan, Hong Kong <i>Marintec China, Shanghai, China</i>

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**Please note:**

Deadlines are for the receipt of editorial material, advertising bookings and artwork. Deadlines are absolute and will not be extended.





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# MATERIAL SPECIFICATIONS

## FULL PAGE



Trim (page) size: 297mm x 210mm  
 Live text area: 275mm x 186mm  
 If artwork requires bleed allow 5mm

## HALF PAGE



Half page  
**horizontal**  
 185 x 130mm  
 (no bleed)



Half page  
**vertical**  
 90 x 265mm  
 (no bleed)

## THIRD PAGE



Third page  
**horizontal**  
 185 x 85mm  
 (no bleed)

## QUARTER PAGE



Quarter page  
**horizontal**  
 65 x 185mm  
 (no bleed)



Quarter page  
**vertical**  
 90 x 130mm  
 (no bleed)

## ACCEPTED FILE FORMATS

High resolution JPEG, TIFF or EPS (CMYK @ 300dpi)  
 Print Ready PDF (CMYK exported @ 300dpi)

