

# MARLIN MAGAZINE

## STILL THE INDUSTRY STANDARD

### READER PROFILE

Male	96.1%
Average age	48.6
Average HHI	\$320,600
Average net worth	\$2.19 M
Married	73.7%
Graduated college	80.0%
Read 4 of last 4 issues	86.5%
Spend 1.5 – 3 hours reading <i>MARLIN</i>	49.6%

### OUR READERS

- Are affluent, with **69.3% earning over \$100K per year**
- Fish an average **73 days offshore per year**
- **Fish 6.1 days per month** and have **fished 26.8 years in salt water**
- **Competed in 1.9 tournaments** in the last 12 months
- Take **4.1 fishing trips/vacations per year**
- Spend an average of **\$10,000 in fishing trips** in the last 12 months
- **MARLIN** has a **low readership duplication** with other magazines
- **71.2%** find **MARLIN** useful as a **source of information** for booking fishing trips

Source: 2004 Clear Research Subscriber Survey

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STILL THE INDUSTRY STANDARD

## AGE

18 – 24	2.3%
25 – 34	10.1%
35 – 54	57.5%
55 – 59	13.6%
60 – 65	10.8%
65+	10.6%

**Mean: 48.6 Years Old**

**Median: 49.5 Years Old**

## ANNUAL HOUSEHOLD INCOME

Less than \$50K	11.1%
\$50K – \$99K	19.5%
\$100K – \$199K	35.1%
\$200K – \$499K	23.4%
\$500K – \$1M	5.0%
\$1M +	5.8%

**Mean: \$320,600**

**Median: \$152,900**

## HOUSEHOLD NET WORTH

Less than \$100K	6.8%
\$100K – \$199K	8.0%
\$200K – \$499K	17.0%
\$500K – \$999K	21.3%
\$1M – \$2.99M	26.4%
\$3M +	20.5%

**Mean: \$2,192,200**

**Median: \$ 926,700**

Source: 2004 Clear Research Subscriber Survey

# MARLIN MAGAZINE

## STILL THE INDUSTRY STANDARD

### TAKE ACTION

Recommended a product or service to a friend or relative	53.5%
Visited an advertiser's Web site	51.0%
Purchased a product or service mentioned in an article or ad	52.9%
Requested information about a product or service	30.8%
Visited a store or dealer	24.4%
Visited <i>MARLIN's</i> Web site	18.0%
Cut out an article	68.1%
Went to a resort or booked a charter	46.5%
Cut out an advertisement	7.5%

### GIVE ADVICE

Boat charters	43.4%
Boat purchases	44.9%
Fishing equipment	51.0%
Fishing trips and/or travel/resorts	44.4%
Marine electronics	36.9%
Motor purchases	37.9%
Tournaments	25.8%

### LOW READERSHIP DUPLICATION

<i>Big Game Journal</i>	21.9%
<i>Billfishing</i>	10.2%
<i>Boating</i>	18.9%
<i>Florida Sportsman</i>	27.3%
<i>In the Bite</i>	5.5%
<i>Latitudes &amp; Attitudes</i>	1.2%
<i>Motor Boating</i>	17.1%
<i>Power &amp; Motor Yacht</i>	24.9%
<i>Showboats International</i>	4.2%
<i>Southern Boating</i>	4.8%
<i>Yachting</i>	8.8%

Source: 2004 Clear Research Subscriber Survey

**OFFSHORE**

**88.2% of MARLIN readers fish offshore**

Tournament	31.3%
Billfishing	65.9%
Tuna	64.1%
Shark	15.2%
Fly Fishing	31.3%
Mix bag natural bait	43.3%
Mix bag artificial bait	46.5%
Other	12.0%

**TOURNAMENTS**

**49.3% of MARLIN readers competed in tournaments in the last 12 months**

1 – 3 Tournaments	33.5%
4 – 9 Tournaments	12.5%
10 or more	11.5%

**CHARTER BOATS**

**44.2% of MARLIN readers booked a charter in the last 12 months**

1 Charter	17.4%
2 – 4 Charters	24.4%
5 or more	2.3%

**FISHING TRIP VACATIONS**

**67.3% of MARLIN readers traveled in the last 12 months**

Domestic	63.8%
International	41.8%
Both	67.3%

Source: 2004 Clear Research Subscriber Survey

# MARLIN MAGAZINE

STILL THE INDUSTRY STANDARD

## OWN

75.2% of *MARLIN* readers OWN a boat

Two or more boats owned **43.8%**

## LARGEST BOAT

### Currently owned

### Length

20' and under	12.2%
21' – 29'	35.9%
30' – 39'	26.9%
40' – 49'	16.7%
50' or over	8.3%

**Mean: 36'**

### Price

**Mean: \$211,354**

### Type

Convertible	28.7%
Center Console	26.2%
Express	14.0%
Walkaround	9.1%
Cuddy Cabin	7.9%
Other	14.0%

Source: 2004 Clear Research Subscriber Survey

**PURCHASE PLAN**

**41.3% of MARLIN readers  
PLAN TO BUY a boat in the next 24 months**

<b>Power</b>	Inboard – Diesel	51.3%
	Inboard – Gas	1.3%
	Sterndrive	1.3%
	Not Sure	12.5%
<b>Length</b>	20' and under	7.8%
	21' – 29'	36.4%
	30' – 39'	24.7%
	40' – 49'	18.2%
	50' and over	13.0%
	<b>Mean: 33.2'</b>	
<b>Price</b> ESTIMATED TO SPEND	\$100,000 – \$199,000	21.9%
	\$200,000 – \$499,000	23.3%
	\$500,000 and more	15.1%
	<b>Mean: \$429,288</b>	
<b>Type of Boat</b>	Convertible	27.8%
	Center Console	20.3%
	Express	15.2%
	Walkaround	8.9%
	Not Sure	27.8%

Source: 2004 Clear Research Subscriber Survey

**OWN**

**MARLIN** boat owners own marine electronics

**GPS**

Fixed-mount	83.3%
Handheld	50.6%

**VHF**

Fixed-mount	87.7%
Handheld	50.0%

**Video Fish Finder** 81.5%

**Electronic Chart Plotter** 51.2%

**Track Plotter** 27.2%

**Radar** 58.0%

**Autopilot** 45.7%

**Satellite Communication** 13.0%

**Onboard Computer** 8.0%

**SSB** 13.6%

**Electronic Compass** 12.8%

**EPIRB** 34.6%

Base: Boat owners

Source: 2004 Clear Research Subscriber Survey

**MARLIN readers used the Web to make purchases in the last 12 months**

**PURCHASED**

Fishing equipment	60.6%
Apparel	54.1%
Marine electronics	23.3%
Fishing trips & travel	21.5%
Boats	6.4%
Other equipment & accessories	27.9%
None of the above	20.3%
Any of the above	79.7%

**PURCHASE PLAN**

**What items MARLIN readers plan to buy online:**

Fishing equipment	65.3%
Apparel	54.1%
Marine electronics	34.7%
Boats	9.4%
Other equipment & accessories	37.6%
None of the above	19.4%
Any of the above	80.6%

**ACCESSED**

**MARLIN readers use the Internet to get information on:**

Boat dealers	41.3%
Buying a boat	31.3%
Selling a boat	14.0%
Fishing events	42.5%
Planning a fishing trip	43.6%
Booking a charter	21.2%
Tide/fishing	62.0%
Weather	78.2%
Fishing equipment	65.4%
Marine electronics	44.7%
None of these	8.4%

Source: 2004 Clear Research Subscriber Survey

**OWN**

**MARLIN readers OWN tackle!**

		<u>Percentage Who Own</u>	<u>Average Number Owned</u>
<b>Rods</b>	Trolling	70.4%	10.4
	Spinning	65.9%	7.7
	Bait Casting	58.0%	5.7
	Fly Rods	28.8%	2.3
<b>Reels</b>	Trolling	70.4%	10.4
	Spinning	67.7%	9.4
	Bait Casting	54.9%	4.5
	Fly Reels	30.5%	3.9

**PURCHASED**

**MARLIN readers BUY tackle!**

		<u>Bought in Last 12 Months</u>
<b>Rods</b>	Trolling	38.4%
	Spinning	36.2%
	Bait Casting	38.2%
	Fly Rods	18.5%
<b>Reels</b>	Trolling	32.1%
	Spinning	30.9%
	Bait Casting	23.4%
	Fly Reels	14.5%

Source: 2004 Clear Research Subscriber Survey

# MARLIN MAGAZINE

STILL THE INDUSTRY STANDARD

## OWN

*MARLIN* readers OWN accessories

## BOAT

	<u>PERCENTAGE WHO OWN</u>
Air Conditioning	28.4%
Anchor	53.2%
Bilge Pump	53.2%
Bimini Top/Enclosure/Cover	34.2%
Davits/Lift System	11.7%
Downriggers	25.2%
Fighting Chair	21.2%
Inflatable Boat	16.7%
Outriggers	41.9%
Survival Life Raft	18.9%
Tower	15.3%
Trailer	32.07%
Trim Tabs	39.6%
Watermaker/Desalinator	5.9%

## POWER

Generator	26.1%
Marine Battery	52.7%
Power Inverter	16.2%

## OTHER

Autopilot	37.8%
Binoculars	52.3%
Fire Extinguisher	53.2%
Flares/Distress Signals	51.4%
Radar	48.2%
Refrigerated Fish Box	7.7%
Satellite Communication	10.8%
Security System	3.6%
Weather Fax	2.6%

Source: 2004 Clear Research Subscriber Survey

**TRAVEL PATTERNS**

**MARLIN readers' travel patterns for the last 12 months**

Took a domestic fishing trip	63.8%
Took an international fishing trip	41.8%
Took both domestic and international fishing trips	67.3%
Days spent fishing while on vacation	16.5
Number of fishing vacations taken	4.1
Amount spent on fishing vacations	<b>\$10,400</b>

**DESTINATION**

	<u>Past 12 Months</u>	<u>Next 12 Months</u>
Florida	52.7%	40.8%
Baja	13.3%	13.3%
Bahamas	20.2%	25.3%
Cancun	3.7%	3.8%
Venezuela	3.2%	6.3%
Hawaii	6.9%	5.7%
Costa Rica	12.2%	16.5%
Central America <i>(net)</i>	13.8%	22.2%
North Carolina	14.9%	12.7%
Mexico <i>(net)</i>	39.9%	34.2%
Caribbean <i>(net)</i>	26.1%	29.7%

Source: 2004 Clear Research Subscriber Survey

**OWN PROPERTY**

**MARLIN readers are property owners**

86.2% own a house

69.2% own 2 or more homes and a boat

**PRIMARY  
RESIDENCE**

Own	91.7%
Waterfront	23.9%
Valued over \$500,000	40.2%
Average market value	\$538,000

**VACATION /  
WEEKEND HOME**

Own	40.0%
Waterfront	65.9%
Valued over \$500,000	30.0%
Average market value	\$468,000

Source: 2004 Clear Research Subscriber Survey

# MARLIN MAGAZINE

STILL THE INDUSTRY STANDARD

## OWN / LEASED

**50.3% of MARLIN readers OWN only DOMESTIC CARS**

GM		PERCENTAGE	ABC
		WHO OWN	RATE BASE 40K
	Chevrolet	32.4%	12,960
	GM	4.6%	1840
	Cadillac	2.3%	920
	Buick	.6%	240
	Oldsmobile	.0%	0
	Pontiac	9.2%	3680
	Saturn	.6%	240
	<b>SUB NET:</b>	<b>49.7%</b>	<b>19,880</b>
FORD		PERCENTAGE	ABC
		WHO OWN	RATE BASE 40K
	Ford	34.1%	13,640
	Lincoln	2.3%	920
	Mercury	.0%	0
	<b>SUB NET:</b>	<b>36.4%</b>	<b>14,560</b>
CHRYSLER		PERCENTAGE	ABC
		WHO OWN	RATE BASE 40K
	Chrysler	2.3%	920
	Dodge	15.0%	6,000
	Plymouth	.6%	240
	Eagle	.6%	240
	<b>SUB NET:</b>	<b>18.5%</b>	<b>7400</b>

Source: 2004 Clear Research Subscriber Survey

**OWN / LEASED**

**15% of MARLIN readers OWN only IMPORTED CARS**

**ASIAN**

	PERCENTAGE WHO OWN	ABC RATE BASE 40K
Toyota	9.8%	3,920
Nissan	4.0%	1,600
Honda	6.9%	2,760
Lexus	8.7%	3,480
Acura	3.5%	1,400
Subaru	1.7%	680
Mazda	1.7%	680
Infiniti	1.7%	680
<b>SUB NET:</b>	<b>38.0%</b>	<b>15,200</b>

**EUROPEAN**

	PERCENTAGE WHO OWN	ABC RATE BASE 40K
BMW	8.1%	3,240
Mercedes	5.2%	2,080
Volvo	1.7%	680
Audi	1.7%	680
Porsche	1.2%	480
Jaguar	1.7%	680
Volkswagen	1.2%	480
Saab	.6%	240
Other	5.2%	2,080
<b>SUB NET:</b>	<b>26.6%</b>	<b>10,640</b>

**DOMESTIC / IMPORTED**

**32.4% of MARLIN readers OWN both DOMESTIC AND IMPORTED CARS**

Source: 2004 Clear Research Subscriber Survey

**TOW VEHICLE DEFINITION**

**SPORT UTILITY / FULL SIZE TRUCK / FULL SIZE VAN**

**64.4% of MARLIN readers OWN / LEASE TOW VEHICLES**  
**62%** considered towability a critical factor during their purchase

**23.3% of MARLIN readers will PURCHASE in the next 12 months**  
**61.7%** will consider towability a critical factor during the purchase

**TOW FREQUENCY**

TIMES PER MONTH	PERCENTAGE WHO USE
1 – 3	37.1%
4 – 7	14.9%
8 – 14	6.2%
15 – 22	3.1%
23 – 31	3.1%
Do not use a vehicle to tow	35.6%

**Mean: 5.7 times per month**

**TOW WEIGHT**

INTENDED TOW WEIGHT	PERCENTAGE WHO USE
Less than 2,000 lbs	7.6%
2,001 – 5,000 lbs	40.3%
5,001 – 10,000 lbs	36.1%
10,000 or more lbs	9.2%

**Mean: 5,000 lbs**

**Median: 3,600 lbs**

Source: 2004 Clear Research Subscriber Survey

**OWN / LEASED**

**MARLIN readers OWN Tow Vehicles**

Full-size or mini van	9.5%
SUV	52.0%
2 door truck	25.5%
4 door truck	29.5%

Source: 2004 Clear Research Subscriber Survey

# MARLIN MAGAZINE

## STILL THE INDUSTRY STANDARD

### PROFILE

**47.4% of MARLIN readers will use the BROKERAGE section to buy a boat**

34.9% will purchase a used boat

41.0% are undecided between new and used

15.2% purchased in the last 12 months

### OWN

**47.6% of MARLIN readers purchased their second largest boat USED**

Length	36'
Cost	\$211,354

#### Number of Boats Owned

1 – 2	56.7%
3 – 4	14.7%
5 or more	3.7%

### PURCHASE PLAN

Amount planned to spend on next boat	\$429,288
Plan to buy a boat in the next 24 months	41.3%

Source: 2004 Clear Research Subscriber Survey

# Marlin

THE INTERNATIONAL SPORTFISHING MAGAZINE

Rate Card No. 27  
Effective Date of Rates:  
December/January 2008 Issue  
Rate Base: 40,000

## 2008 DISPLAY RATES

	1X	4X	8X
<b>Four Color</b>			
■ Spread	\$18,170	\$16,810	\$15,895
■ Full-Page	9,565	8,845	8,370
■ 2/3 Page	7,460	6,900	6,525
■ 1/2 Page (Isl)	6,595	6,095	5,765
■ 1/2 Page (H)	5,920	5,475	5,175
■ 1/3 Page	4,690	4,340	4,105
■ 1/4 Page	4,125	3,820	3,620
■ 1/6 Page	2,930	2,705	2,555

	1X	4X	8X
<b>Two Color</b>			
■ Spread	\$14,735	\$13,635	\$12,900
■ Full-Page	7,755	7,170	6,785
■ 2/3 Page	6,025	5,575	5,270
■ 1/2 Page (Isl)	5,330	4,935	4,660
■ 1/2 Page (H)	4,795	4,430	4,195
■ 1/3 Page	3,810	3,525	3,330
■ 1/4 Page	3,330	3,080	2,915
■ 1/6 Page	2,345	2,170	2,050

	1X	4X	8X
<b>Black &amp; White</b>			
■ Spread	\$12,285	\$11,365	\$10,750
■ Full-Page	6,465	5,975	5,655
■ 2/3 Page	5,035	4,650	4,400
■ 1/2 Page (Isl)	4,460	4,120	3,900
■ 1/2 Page (H)	3,995	3,700	3,500
■ 1/3 Page	3,160	2,920	2,760
■ 1/4 Page	2,770	2,565	2,430
■ 1/6 Page	1,955	1,805	1,705

	12X	16X	20X
<b>Covers</b>			
■ Cover 2	\$11,000	\$10,170	\$9,625
■ Cover 3	10,510	9,725	9,195
■ Cover 4	11,960	11,055	10,460
<b>Bulk Rates</b>			
■ Four Color	\$8,040	\$7,845	\$7,655
■ Two Color	6,515	6,360	6,205
■ Black & White	5,430	5,295	5,170

Rates are gross, agency commissionable.

### SPECIAL ISSUE RATES (FIXED FORMAT)

■ Aug/Sept Travel Special	\$1,005	1/6 Page, Four Color
■ Dec/Jan Art Dealer Marketplace	2,925	Full Page, Four Color

Note: Rates are net, non-commissionable.

## 2008 MARKETPLACE CHARTER BOATS & RESORT RATES

	1X	4X	8X
<b>Four Color</b>			
■ Full Page	\$4,955	\$4,585	\$4,330
■ 2/3 Page	3,875	3,585	3,390
■ 1/2 Page	3,160	2,920	2,760
■ 1/3 Page	2,125	1,970	1,860
■ 1/4 Page	1,635	1,505	1,430
■ 1/6 Page	1,485	1,375	1,295
■ 1/12 Page	920	855	805

	1X	4X	8X
<b>Two Color</b>			
■ Full Page	\$4,460	\$4,120	\$3,900
■ 2/3 Page	3,480	3,210	3,045
■ 1/2 Page	2,760	2,555	2,420
■ 1/3 Page	1,920	1,775	1,680
■ 1/4 Page	1,470	1,360	1,290
■ 1/6 Page	1,035	960	905
■ 1/12 Page	590	545	515

	1X	4X	8X
<b>Black &amp; White</b>			
■ Full Page	\$3,875	\$3,585	\$3,390
■ 2/3 Page	3,025	2,800	2,645
■ 1/2 Page	2,400	2,215	2,095
■ 1/3 Page	1,670	1,550	1,460
■ 1/4 Page	1,280	1,185	1,125
■ 1/6 Page	905	840	790
■ 1/12 Page	510	465	445

### Charter Listing

■ Per Word	\$4.25	20 Word Minimum
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### Boats For Sale Listing Rates

■ Photos	\$30.00	
■ Per Word	4.25	20 Word Minimum

Rates are net, non-commissionable.

## CLOSING DATES

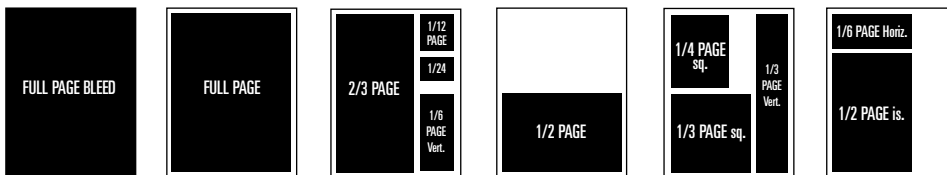
2007 Issue	Reserve Space	Material Due	On Sale Date
<b>Dec/Jan</b>	10/19/07	10/23/07	12/11/07
<b>February</b>	12/03/07	12/05/07	01/29/08
<b>March</b>	01/08/08	01/14/08	03/04/08
<b>April/May</b>	02/14/08	02/19/08	04/08/08
<b>June/July</b>	04/01/08	04/07/08	05/27/08
<b>Aug/Sept</b>	06/02/08	06/06/08	07/29/08
<b>October</b>	08/04/08	08/08/08	09/30/08
<b>November</b>	09/02/08	09/08/08	10/28/08

# Marlin

THE INTERNATIONAL SPORTFISHING MAGAZINE

AD SIZES	Width	x	Height
FULL PAGE TRIM SIZE	8-1/8" (8.125")		10-3/4" (10.75")
FULL PAGE WITH BLEED	8-3/8" (8.375")		11"
FULL PAGE (live area)	7"		10"
2-PAGE SPREAD BLEED	16-1/2" (16.5")		11"
2-PAGE SPREAD TRIM	16-1/4" (16.25")		10-3/4" (10.75")
2/3 PAGE VERTICAL ONLY	4-9/16" (4.5625")		10"
1/2 PAGE HORIZONTAL	7"		4-7/8" (4.875")
1/2 PAGE ISLAND	4-9/16" (4.5625")		7-3/8" (7.375")
1/3 PAGE VERTICAL	2-3/16" (2.1875")		10"
1/3 PAGE SQUARE	4-9/16" (4.5625")		4-7/8" (4.875")
1/4 PAGE SQUARE	3-3/8" (3.375")		4-7/8" (4.875")
1/6 PAGE VERTICAL	2-3/16" (2.1875")		4-7/8" (4.875")
1/6 PAGE HORIZONTAL	4-9/16" (4.5625")		2-3/8" (2.375")
1/12 PAGE SQUARE	2-3/16" (2.1875")		2-3/8" (2.375")
1/24 PAGE HORIZONTAL	2-3/16" (2.1875")		1-1/8" (1.125")

Hold live matter 1/2" from trim on all sides of full page ads.



## GENERAL CONDITIONS

- 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.
- 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 advertisers index.
- 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.
- 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.
- Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is granted, in writing, by the Publisher.

- 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.
- 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.
- Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be 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. 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.
- Until credit is approved, Advertisements are run on a prepaid basis only.

## SHIPPING INSTRUCTIONS

Questions? Please contact Jennifer Derviss,  
Production Manager, at 407-571-4892.

PHOTOS, COPY, LOGOS, MATERIALS, ETC. FOR  
AD DESIGN SERVICES AT  
MARLIN SHIP TO:  
Marlin  
Production Manager  
460 N. Orlando Ave., Suite 200  
Winter Park, FL 32789  
Phone 407-571-4666

FINAL AD MATERIALS  
(READY TO PRINT)  
SHIP TO:  
RR Donnelley & Sons Company  
Lancaster PreMedia Center  
Attn: Marlin Ad Management Module  
216 Greenfield Road, Lancaster, PA 17601  
Phone 717-481-2890

## DIGITAL REQUIREMENTS

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

**AD SIZES:** All ads must be created to exact size specifications on the rate card or will incur charges for re-sizing. No live matter within 1/4" of gutter or trim on full page or spread ads.

**PREFERRED FORMAT:** PDF/X-1a format is the preferred file format for submission. When preparing PDF/X-1a files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see <http://www.adobe.com/products/acrobat/pdfs/pdfx.pdf> for guidelines and instructions.

**ACCEPTED FORMATS:** InDesign or QuarkXpress for Macintosh with associated graphic files and fonts. Files should conform to SWOP guidelines and total area density should not exceed 300%. View specifications online at [www.swop.org](http://www.swop.org). To ensure you have all the necessary files, including fonts, use the InDesign "Package" feature or Quark "Collect For Output." Other Desktop Application Files such as Illustrator or Photoshop are also accepted.

**FONTS:** All native format files must be accompanied by the screen and printer fonts used in those files. Apple TrueType fonts should not be used. Black type on white background should be defined as 100% black ONLY.

**PHOTOS:** All four-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale. If RGB images are in supplied file, we will automatically convert to CMYK at \$15 per image.

**GRAPHICS:** TIFF, EPS (for Illustrator and Freehand EPS files, fonts must accompany file even if text has been converted to paths); JPEG (charges will be added for images requiring conversion to TIFF or EPS).

**PROOFS:** For full page and spread ads, advertisers MUST submit a contract-level digital proof at 100% that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. Proofs are required regardless of delivery mode. If contract proof is not supplied, we will generate an Epson proof at a charge of \$42 per page. The publisher and printer will not accept responsibility when contract proofs are not submitted.

**MEDIA TRANSFER:** CD-ROM, DVD

**ELECTRONIC TRANSMISSIONS:** Ad files can be delivered via our Ad Portal at <http://www.rrd-lpc.com/bonnier>. For ads supplied electronically advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof at a charge of \$11 will be sent to advertiser for approval and an Epson proof will be made at \$42 per page for full page ads and spreads. We do not accept ads via e-mail.

**FOR MORE INFORMATION:** Contact your Marlin Production Manager, at 407-571-4892. Electronic files are stored for one year only, unless otherwise requested in writing.

**BINDING:** Perfect, foot jog.

**INSERTS:** Consult your advertising representative.

Production and prepress services are available; rates upon request.