



MALTA'S PREMIER BOATS & YACHTING MAGAZINE

ADVERTISING ON MAINSAIL

ABOUT THE MAGAZINE

Welcome to MAINSAIL! MAINSAIL is the definitive guide for the boats and yachting, investors and marine operators in Malta.

MBR Publications Limited has built a reputation as the leading publication house for the most prestigious and top quality business magazines in Malta. In addition to providing monthly news and exclusive interviews, comment and analysis, MAINSAIL is at the heart of the sailing market available to all active sailors of all interests—cruisers, racers, daysailers, and ocean voyagers—committed to their boats and their ever-expanding sailing experience. For these sailing enthusiasts, MAINSAIL is an essential companion. MBR Publications Limited have designed this magazine to be at the forefront of boats and yachting in Malta with compelling editorial content designed to fuel the passion of the active people involved in this thriving business. Our comprehensive commitment to the boats and yachting lifestyle is to build the largest circulation boats and yachting magazine with 20,000 audited print run. That's because MAINSAIL understands the passion our readers have for sailing.



You can't define the MAINSAIL reader as simply a sailor or a cruiser. MAINSAIL's readers are interested in all that is sailing—whether it's safe-boarding around home waters, upgrading or maintaining their boat, racing around the buoys, venturing into foreign ports, daysailing with the family, learning about the latest technologies or reading about Maltese boat and yachting news and beyond. MAINSAIL drives the industry's news agenda and supports boats and yachting enthusiasts and then industry with invaluable stories, articles, interviews, brokerage and a variety of interesting content and advertising material. Key sections of the magazine include industry-leader interviews and racing results; Tech Talk, which covers the latest technology trends for boat and yachting; Leisure, providing insights for boat recreation and yachting professionals; and Supplier Focus, including news and products.

MAINSAIL is a specialised publication with a clearly defined target audience. The leading Maltese maritime magazine for professionals providing 64 pages with four-color printing process. It is published on a quarterly basis with annual supplements, featuring also:

- TEST-DRIVE REPORTS ON BOATS
- MARINE & HISTORICAL CHRONICLES
- YACHTS AND OUTBOARD MOTORS
- AQUACRAFT SPORT AND RECREATION
- BUILDING AND MAINTAINING VARIOUS KINDS OF VESSELS: FROM BOATS TO SAILBOATS AND MOTOR YACHTS
- REPORTS FROM THE LATEST BOAT SHOW, SAILING REGATTAS AND POWER BOAT RACING
- NEWS FROM MAJOR INTERNATIONAL EXHIBITIONS
- PUBLICATIONS ON BOAT, YACHT, REGATTA, CANOEING AND OTHER RELATED CLUBS IN MALTA AND ABROAD
- AQUACRAFT TOURISM AND TRAVEL
- NEWS ON YACHTING EQUIPMENT AND GEAR
- EXTREME SPORTS, YACHT LIFESTYLE ON WATER AND ON LAND, FISHING TRIPS

MAINSAIL aims to reach the largest and most affluent segment of the marketplace. Our readers are engaged in sailing and prove it by buying products that enhance their time on their boats. In short, MAINSAIL gives marketers access to all that is sail.

MAINSAIL offers customers a wide yet easy-to-understand range of advertising options, including banner adverts and text-only web links through to targeted e-mail campaigns and more complex MBR Publications Limited website homepage animations. Boat and yachting professionals are increasingly logging onto the Internet to find the business contacts and information they require. Malta's current Internet user base of 173,003 (40.22% of its combined population of 430,146), according to Internet Live Stats, and this trend of more users 'logging on', combined with the arrival of Hotelier MAINSAIL and the Malta's most dedicated boats and yachting diversion magazine, represents a truly valuable opportunity for business advertisers.

By advertising on MAINSAIL and within the MBR Publications Ltd's associated eNewsletters, websites, other portfolio publications and Malta's premier business publication the Malta Business Review, boats and yachting organisations of all sizes can now communicate information about their company, products, services and promotions to highly targeted boats and yachting industry professionals working in the Malta.



ADVERTISING ON THE MAINSAIL AND IN THESE eNEWSLETTERS OFFERS NUMEROUS BENEFITS

CREDIBILITY MAINSAIL, MALTA BUSINESS REVIEW, PROPERTY & LIFE MAGAZINE, THE ACCOUNTANT, ENCORE are the Malta's most respected and leading industry publications

A HIGH TARGETED AUDIENCE due to the sector-specific nature of the publications, website and the tightly controlled circulation of our eNewsletters

MEASURABLE BENEFITS our print and digital advertising packages include click-through reports that explain how visitors responded to your campaign

BRANDING your digital artwork on the Malta's only 100% dedicated hospitality portal will ensure your brand is at the forefront of buyers' minds

PROMOTIONAL OPPORTUNITIES print and online campaigns take place in real-time, so if you advertise digitally users can immediately take advantage of your company's offers and promotions.

MAINSAIL ADVERTISING STATISTICS



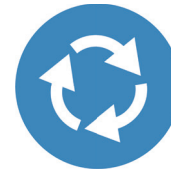
INDUSTRY LEADER WITH OVER 20 YEARS OF EXPERIENCE

- Significant discounts on most publications through volume buying
- Long-standing relationships with 16,000 magazine boats and yachting contacts
- No fees, long-term contracts or hidden costs



STATISTICS OF AUDIENCE

- 90% of readers are working men
- 36% are between 20 and 40 years olds
- 34-40+
- 32% of all readers are executives at various levels
- 85% of our readers read every issue of the boats and yachting magazines
- 70% of our readers have their own motorboats or yachts
- 21% of our readers have more than 1 boat.



CIRCULATION AND READERSHIP

- Read by audience of 20,000 per Quarter
Total Circulation digital eversion flip-over: 200,000 Frequency: **4 times per year**
- Audited: Yes
 - Market: Malta & Gozo

FEATURES ALSO INCLUDE

- Professional and independent tests/reports of new boats and yachts
- Descriptions and technical characteristics of new boats, their range and recommendations
- Descriptions and surveys of various vessels - from boats and sail-boats and motor yachts; presentations of new products by Maltese and foreign manufacturers
- News from major Maltese and foreign exhibitions
- Interviews with experts in boat and yacht construction
- Everything on navigating, registering and maintaining vessels
- New yachting equipment and gear; radio communications; ship electronics
- Exclusive reports from various events and races worldwide
- Successes of Maltese sailors, yachtsmen and powerboat racers
- Records and achievements worldwide
- History of motorboat and yachting sports in Malta and abroad; History and fascinating facts
- Wardroom Sea and sea boat lifestyle for all extreme kinds of sport
- Arguments and discussions
- Tourism, Travels, Adventures- MAINSAIL
- Magazine present the en re world of water tourism, unique travel routes of the past, the present and the future
- Workshop Expert materials on building, repairing and maintaining boats, cutters and yachts: practical advice tested by our authors' personal experience
- Fisherman's Page- Everything on sea fishing: good spots and equipment, spinning and fly-fishing rods; exotic fishing destinations; theory and practice
- Inflatable boats and motor boats, pendent and stationary engines

TARGET AUDIENCES INCLUDE

BANKS
BOAT BROKERS / DEALERS
BOAT BUILDERS
BOAT OWNERS
BROKERAGE
BOATING & YACHTING ELECTRONICS / TECHNOLOGY
BOAT/YACHT MAINTENANCE / REPAIRS
BOAT SHOWS
CANVAS / BOAT TOPS
CHARTERS / BOAT RENTALS
CHARTS / MAPS
COMMERCIAL FISHING
ENGINES / OUTBOARDS
FOUR AND FIVE STAR HOTELS
MARINAS
MARINE COMPANIES
MARINE COMPANIES
MARITIME SAFETY
MARINE HARDWARE / SUPPLIES
MARITIME FINANCIAL ORGANISATIONS
MARITIME INSURANCE
MARITIME LAW
MARITIME HISTORY
MARITIME EMPLOYMENT
MARITIME TRAINING
MARINE FILM COORDINATOR

MARINE FUEL & LUBRICANTS
MARINE NAVIGATIONAL EQUIPMENT & SERVICES
MARINE PAINTS
MARINE REFRIGERATION & AIR-CONDITIONING
MARINE REPAIR SERVICES (ELECTRONICS)
MARINE REPAIR SERVICES (MECHANICAL)
MARINE SECURITY SYSTEMS
MARINE SEWAGE TREATMENT PLANTS
MARINE SOLAR SOLUTIONS
MARINE SUNDRY SUPPLIES
METEOROLOGY
MARITIME FUEL & BUNKERING
OFFSHORE CONSULTANCY & NOMINEE SERVICES
OFFSHORE MANPOWER SERVICES
OFFSHORE SHIP SUPPLY SERVICES
OIL & GAS DRILLING SUPPORT SERVICES
OIL & GAS INDUSTRY MAINTENANCE SERVICES
OIL INDUSTRY SERVICES
PROFESSIONAL AND GOVERNMENTAL ORGANIZATIONS
REAL ESTATE
RESTAURANTS / PUBS
SAILBOAT RIGGING / SAILS
SAILING ACCOMMODATIONS
SEA POLLUTION
SHIP REPAIRERS

SECURITY & RISK MANAGEMENT CONSULTANCY SERVICES
SECURITY SYSTEMS & SERVICES
SECURITY TRANSPORT
SHIPBUILDERS AND MARINE MANUFACTURERS
SUPER YACHTS
YACHT CLUBS / ASSOCIATIONS
YACHT AGENTS
YACHT BROKERS
YACHT CHANDLERS
YACHT CHARTER
YACHT DELIVERY
YACHT DESIGN
YACHT MANAGEMENT
YACHT PAINTERS
YACHT REPAIRS
YACHT SAIL MANUFACTURERS & REPAIRS
YACHT-CARE SERVICES
YACHTING CENTRES



| | 1 Ad | 2-3 Ads | 4 Ads |
|-----------------------------------|------|---------|-------|
| Double page spread | €750 | €700 | €650 |
| Full page advert | €420 | €350 | €300 |
| Half page | €280 | €250 | €225 |
| Back Cover | | €900 | |
| Inside Front + pg 1 | | €960 | |
| Front Cover + 2 Pages Cover story | | €1,300 | |

Full Page (210mm x 297mm) | Half Page (185mm x 130mm) Quarter Page (120mm x 120mm) | Strip Advert (185mm x 35mm)
5mm bleed all round

Commissions 15% commission to recognized agencies on display advertising only. Commissions apply to earned rate, color, and special position. Agency discount is disallowed as per 30 days from date of invoice. Terms Due upon receipt. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies that are due and payable to the publisher.

Boat manufacturers create their own presentation with a full page minimum space using full, half, quarter and eighth-page units. Each presentation must include a minimum quarter-page Company Profile Ad (which can alternatively run as a half or full page), and total space must be in full-page multiples.

Full Page (With Black & White Photo) Half-, quarter-, & eighth-page ad units must combine to make up a full page or larger ad space. Total charges are incurred in full-page increments. All material will be redrawn to present boats in the best possible light and in conformity with Publisher's standards.

All materials are due at our offices no later than deadline and cut-off dates provided by our sales persons. Production All typesetting, layout, and final digital work for Fixed Format Ads will be done by the Publisher at our expense in accordance with the standard print format.

Distribution also at strategic Newsstands / Marine Retail Outlets / Direct Mail / Hotels / Maritime Institutions/ Malta International Airport / Travel / Tourism 10,000 with The Malta Independent on Sunday 10,000 Direct Trade Delivery (including boat dealers, marine retail establishments, brokers, boat and gear manufacturers, distributors, marine manufacturer representatives, marinas, maritime authorities, shipping, transport & logistics, insurances, hospitality, bars and restaurants, and naval architects)

* Digital Ad Specifications All fonts and graphics (photos, logos, etc.) used in the ad must be included. Linework, photos, and halftones should be at 300 dpi, following SWOP standards. All colors must be CMYK with process separation on turned on where applicable. At a minimum, a laser proof and/or digital proof (e.g. Iris proof) must be submitted with the electronic file for color guidance. Media: MAINSAIL can accept ads on Zip (100MB only) and rigid (3.5") disks and CDs. Files must be sent as PDF, Jpeg, Tif or Illustrator for Mac. EPS files are acceptable if fonts are embedded. Film Ad Specifications Contact Ad Production at 9940 6743 for instructions.


FOR MORE INFORMATION PLEASE CONTACT:

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visit WWW.MBRPUBLICATIONS.COM or find us on  at MALTA BUSINESS REVIEW