

NEW ENGLAND

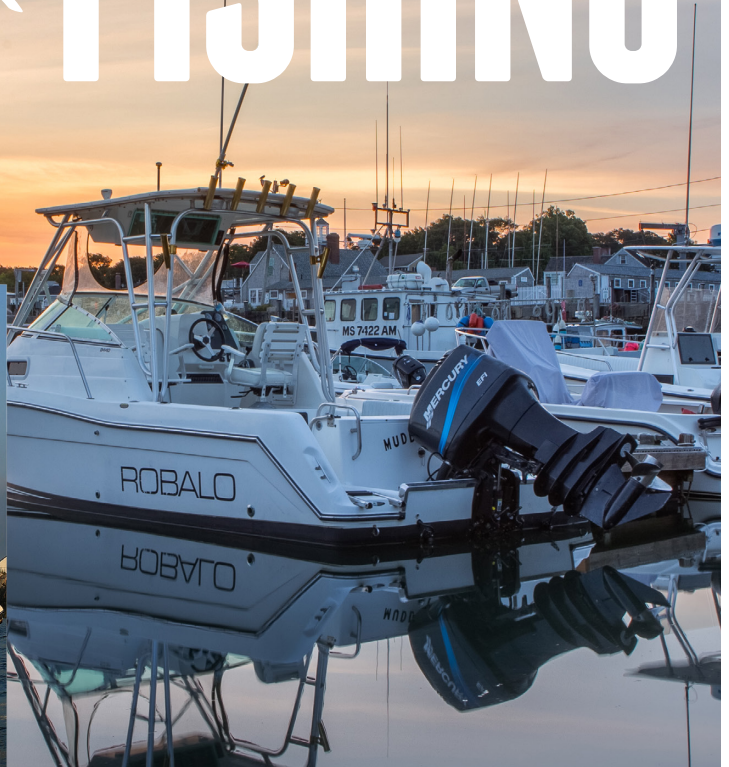
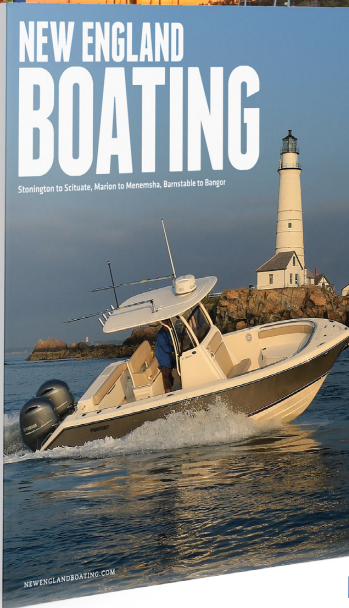
BOATING

&

ALL NEW FOR 2016

NEW ENGLAND

FISHING



NE Fishing Publication Date: June

NE Boating Publication Dates: April & September

2016 Ad Dimensions and Rates

2 issues 3 issues

Two-Page Spread	17.75" x 10.875"	\$9,300	-10%	-20%
Full Page	8.875" x 10.875"	\$5,500	-10%	-20%
Two-Third Page	5" x 9.75"	\$4,440	-10%	-20%
Third Page	5" x 4.75"	\$3,110	-10%	-20%

Premium Positions including inside front cover, inside back cover, back cover and first 10 pages available.

Inside Front Cover: \$6,020. ~ 1st Inside Spread: \$9,520. ~ 2nd Inside Spread: \$9,020.

Inside Back Cover: \$5,520. ~ Back Cover: \$8,020.

LAYOUT SPECIFICATIONS: InDesign, Photoshop or Illustrator (saved as .tif or .eps and convert all type to paths) Also PDF format with all images and fonts imbedded. 300 dpi, Color must be converted to CMYK.

*Lighthouse Media Solutions will produce a quality ad with one proof for your business at no additional cost to you. If further design work or proofs are required additional fees may apply.

*The team of award-winning editors, writers and photographers at **New England Boating & New England Fishing** delivers vibrant, intelligent destination-oriented content ranging from marinas and fishing spots to dining and lodging recommendations—engaging features that set it apart from other magazines and cruising guides currently on the market.*

*Published three times a year, **New England Boating & Fishing** is supported by NewEnglandBoating.com, a dynamic, content-rich website focused on boating & fishing destinations in New England.*

CALL AND RESERVE YOUR SPACE TODAY!



Cape Cod Office: 396 Main Street, Suite 15, Hyannis, MA 02601 **508.534.9291** 508.534.9774 (F)
Rhode Island Office: P.O. Box 568, Portsmouth, RI 02871 401-396-9890 (F)
Boston Office: 857-400-7888

www.lhmediasolutions.com

NEW ENGLAND FISHING



Publication Date: June

2016 Ad Dimensions and Rates

2 issues 3 issues

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The team of award-winning editors, writers and photographers at **New England Fishing** delivers vibrant, intelligent destination-oriented content ranging from marinas and fishing spots to dining and lodging recommendations—engaging features that set it apart from other magazines and cruising guides currently on the market.

Published in June, *New England Fishing* is supported by *NewEnglandBoating.com*, a dynamic, content-rich website focused on boating & fishing destinations in New England.

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NEW ENGLAND FISHING

NEW MULTI-MEDIA BRAND FOCUSES ON RECREATIONAL FISHING IN NEW ENGLAND.

Hyannis, MA: Lighthouse Media Solutions, publisher of New England Boating magazine, New England Boating TV and NewEnglandBoating.com, announced today the launch of a new multi-media brand focused on the region's vibrant sport fishing scene. New England Fishing will debut in late spring of 2016 with a bold, glossy, full-color publication that celebrates and explores the rich and varied recreational fishing opportunities from Connecticut to Maine. Featuring stunning photography, expert advice and helpful illustrations, New England Fishing magazine will serve as an entertaining and informative guide to be enjoyed and appreciated by anglers year-round.

In keeping with Lighthouse's multi-media approach, New England Fishing TV will also begin production in spring 2016, with episodes to air on the New England Sports Network (NESN) in the fall. The 13-episode season will showcase marine and freshwater fishing throughout the region, and will include information on where to launch, proven methods for catching fish and recommended gear and equipment, as well as advice from professional guides and other experts.

Supporting both the magazine and the TV show is a content-rich website packed with how-to articles, videos, illustrations, photos and even recipes that cover every facet of New England's many fisheries, allowing readers and viewers to readily access more information on a particular species or technique of interest. The fishing-based website content also connects to the many articles in New England Boating's expansive online "Boater's Guide" library, which offers information on launch ramps, marinas, fuel docks, restaurants, local attractions and important navigational data for over 120 destinations in both fresh and salt water.

Editing New England Fishing magazine and hosting the new TV show is Tom Richardson, currently Editor and Co-Host of New England Boating's magazine, TV show and website. Richardson, the former Managing Editor of Salt Water Sportsman magazine, is a lifelong angler and an award-winning fishing writer. "Having fished the lakes, ponds and coastal waters of New England since I was a kid, I couldn't wait to sink my teeth into this project," Richardson said. "New England Fishing will explore our unique corner of the country and the enormous variety of fishing it offers, in terms of both species and venues. Sure, we'll cover techniques and tackle, but we also aim to capture the fun of fishing, the adventure—the distinct New England flavor of the experience."



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MEDIA SOLUTIONS

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DEMOGRAPHICS AND CIRCULATION

Our Magazine

A spectacular fishing lifestyle magazine – sleek, beautiful and informative – from the publishers of *Southern New England Boating*, *New England Fishing* is all about the enjoyment of boating in New England. Its team of award-winning editors, writers and photographers deliver vibrant, intelligent, destination-oriented content that sets it apart from other magazines and fishing guides currently on the market.

Published in February and September, *New England Boating* will provide fishermen everything they need to know about bringing their boat to a particular destination, including:

- Marinas, launch ramps & anchorages.
- Harbormaster contacts & navigational information.
- Recommendations on upscale places to eat and stay.
- Insider info on area attractions.
- Tips on fishing spots.
- Business profiles on marine-based industries.

Don't miss your opportunity to be part of a great publication dedicated to the joys of fishing in New England! From Long Island to Maine, *New England Fishing* is the ultimate resource for boaters looking to enjoy fishing in New England.

Our Web Presence

New England Fishing is supported by www.NewEnglandBoating.com, a dynamic, content-rich website focused on boating in New England. The site features supporting articles, videos, charts, news, photos and more for many of the destinations that appear in the printed magazine.

With current monthly traffic at 35,000 visitors (29,000 unique), the site is yet another way for *New England Fishing* advertisers to reach the region's avid boaters who receive www.NewEnglandBoating.com's daily emails, RSS feeds, Facebook posts and Tweets. Special advertising/marketing packages comprising banners, videos, reviews and articles on www.NewEnglandBoating.com can be arranged.

NEW ENGLAND FISHING

Distribution/Circulation

- *New England Fishing* distributes up to 25,000 copies per issue.
- Distribution area is New England (Rhode Island, including Newport, Metro Boston, Metro West, South Coast, South Shore, the Cape and Islands, Maine, Connecticut, Long Island and Westchester Area).
- Direct Mailing to waterfront enthusiasts and boat owners across New England with incomes of \$250,000+ and homes valued at \$1 million and higher. In Massachusetts, income of \$500,000+ and homes valued at \$1.2 million and higher. (Source: InfoUSA, Omaha, NE)
- Complimentary copies available at all advertiser locations.
- Finer newsstands throughout New England, including Barnes & Noble, CVS, Rite Aid, Newsbreak and Out of Town News.
- Magazine available to order online at www.NewEnglandBoating.com.
- Boat dealers and manufacturers throughout New England will be provided with complimentary copies of *New England Fishing* & *New England Boating* to offer prospective clients.
- *New England Fishing* will offer its advertisers, on request, direct mailing. Let us know who you'd like to receive a copy and we'll take care of the rest (postage paid by advertiser)!

Demographics

- Adults 35-65.
- Male to female 60% / 40%.
- Waterfront homeowners / second homes.
- Household income \$250,000 or greater.
- Affluent boat owners 25' powerboats and larger.

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