



## Compass Magazine - Advertising Proposal 2012

Compass is a very cost effective quality magazine for advertising to the cruising yacht owner. There are three issues per year in full colour, and circulation is guaranteed to 1800 members. Compass is mailed direct to Moody yacht owners, and read by at least twice as many family and crew members. It is also available to members on the web. From 2009-11 alone we have increased our membership by 600, as the MOA has become the only source of advice and technical support for the Moody fleet, and we are still growing consistently. Most of our boats are upwards of several years old, some more than 20 years old, and they offer you a marketplace for all types of equipment for replacement and upgrade, as well as products and services necessary for the maintenance and upkeep of a high quality cruising yacht. The Moody marque continues in production with new boats.

Market research has established Compass to be a key factor in the success and growth of the Association, delivering high advertising response rates from an influential and expanding yacht-owning readership.

The full colour format offers an excellent layout for the magazine and improved opportunities for advertisers. Issue dates are March, August and November.

Copy deadline dates are:

- 22nd February
- 20<sup>th</sup> June (for Southampton Show)
- 10<sup>th</sup> October (for London Shows)

Advertisers booking a series of issues are provided with a free link to their website, from [www.moodyowners.net](http://www.moodyowners.net). Advertisers may read and contribute to the questions and answers on their products on the Owners Information Exchange on the website, providing they register and identify themselves in the name of the advertiser, and do not advertise on the Exchange. They are also welcome submit appropriate articles to Compass.

You may also circulate leaflets for your product, please contact me for prices.

We keep rates to a minimum. Our rate card for advertising in 2012 is on page 2, and applies to all advertising booked after 1<sup>st</sup> January 2012. We have increased rates for the first time in 4 years but kept this to an average 3%, despite the 50% rise in circulation. We hope you agree that Compass magazine is a very effective way of communicating your products to a high profile direct purchasing readership.

Please contact me to book your space for the forthcoming issues, your copy can follow when ready. New copy should be sent to Acadia PR & Design at the address on the rate card.

The production company for Compass, Acadia, offers advertisers a special rate for the design and layout of any new or revised artwork. This one off opportunity is priced at £80 + VAT at the current rate.

I hope you will find this proposal of interest and look forward to hearing from you. If you would like a copy of Compass please let me know.

**Keith Bater**  
Compass Magazine Advertising Manager

**PTO for 2012 Rate Card**



## Compass Magazine Advertising Rate Card 2012 and Instructions

2012 Rate Card (including Agency Commission)				
Run of Paper Position	One insertion B/W	Series of three B/W	One insertion Colour	Series of three Colour
Single A4 page			£380	£990
Half A4 page	£108	£295	£215	£540
Quarter A4 page	£72	£168	£108	£280
RH Page + 10%				
<b>Special position</b>				
Outside back cover			£595	£1080
Inside front cover			£540	£1020
Inside back cover			£525	£1000
Folded insert			POA	

**Advertising copy is accepted in high resolution JPEG or PDF format.**

Artwork supplied in other formats incurs an additional fee of £25 to cover the cost of reformatting.

**Please send artwork directly to:**

Acadia PR & Design  
Currie House  
Herbert Walker Avenue  
Western Docks  
Southampton  
SO15 1HJ

Tel 023 80 232525  
e-mail [info@acadia.co.uk](mailto:info@acadia.co.uk)  
Attn Mr Clive Roberts

**Advertisement Dimension Details**

A4 303 x 213mm  
Includes bleed at no additional cost

Half A4  
Landscape 136 x 185mm  
Portrait 275 x 91mm

Quarter A4  
Landscape 66 x 185mm  
Portrait 136 x 91mm

**The next copy deadline for Winter 2011 Issue is 10<sup>th</sup> October 2011.**

The advertiser is responsible for ensuring that all elements of the advert are correct, and comply with all legal, moral and copyright requirements. Liability of the MOA is limited to the cost of the advert.

If you wish to use the MOA or Moody logos in your advert, permission must be sought.

An invoice will be issued on publication of an advert in the first issue of a series. Payment is due within 14 days.

If you would like to book space or have any questions, please do not hesitate to contact me.

Many thanks.

Keith Bater MOA Advertising Manager