

# FOA - Advertising Rate Guide

## Current Membership Details

Members (expected '05 year end membership) 134

## Membership Profile

A/B/C both male and female, boat owners and affiliate membership.

## Newsletter Circulation and Print Audit

|                                 |               |                         |
|---------------------------------|---------------|-------------------------|
| Print run                       |               | 150                     |
| Distribution                    | UK            | 112                     |
|                                 | International | 22                      |
| Number of Pages - approximately |               | 25                      |
| Number of Issues per year       |               | 3                       |
| Mailing                         |               | December, April, August |

*Back issues are available free for members to download from website increasing circulation and shelf life.*

## Current FOA Advertising Campaigns

Classified advertising in both the Yachting Monthly and Practical Boat Owner detailing the benefits of membership and where information about the Fisher can be found on the website [www.fisherowners.co.uk](http://www.fisherowners.co.uk)

Period of campaign – Summer sailing season.

## Website Visits – Mixed visits (members and non members)

|         |      |
|---------|------|
| To date | 4036 |
| Per day | 21   |

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## Advertising Rates – *All artwork and files to be supplied by the advertiser.*

### Newsletter Display Rates

|                           |      |
|---------------------------|------|
| Full page per issue       | £ 40 |
| Half page per issue       | £ 20 |
| Quarter page per issue    | £ 12 |
| One eighth page per issue | £ 6  |

All placements are on a run of paper basis, specified positions attract a 25% additional charge.  
Series campaigns attract a 15% discount to order total.  
Members wishing to place non commercial advertising attract a 25% discount.

### Website Banners – *Per Three Months*

|                 | Page 1 | Classified | Events | Other |
|-----------------|--------|------------|--------|-------|
| 450 x 80 pixels | £40    | £35        | £25    | £20   |

Advertisers taking both media types (newsletter and website) in a single order attract a 10% discount..

Website Classified advertisers please see website for details and pricing.