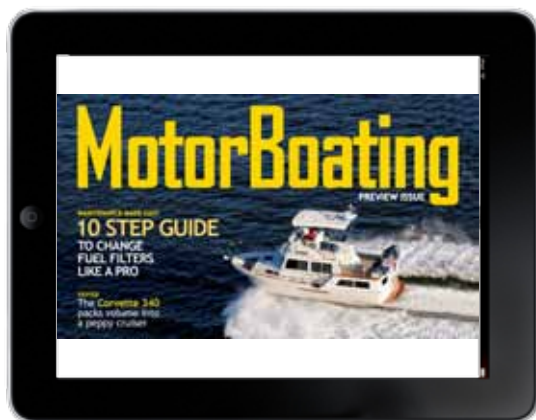


D.PUB



D.PUB



## Monthly Digital Publication

*MotorBoating's* monthly d.pub is a highly engaging, photo driven digital magazine that creates an exclusive environment for your brand.

The all new *MotorBoating* d.pub will be marketed to visitors of our website, our opt-in database of 74,000+ powerboat owners and prospects through, social networking outlets, and the App store. It is fully integrated into social media and can be shared by every reader, which drastically compounds its reach.

# 2012 Monthly D.PUB Editorial Themes

D.PUB

JANUARY  
RUNNING GEAR

FEBRUARY  
INBOARD ENGINE GUIDE

MARCH  
SAFETY ISSUE

APRIL  
SPRING COMMISSIONING

MAY  
BOAT IMPROVEMENT GUIDE

JUNE  
ELECTRICAL ISSUE

JULY  
AIR CONDITION & REFRIGERATION

AUGUST  
NEW ELECTRONICS

SEPTEMBER  
BOAT SHOW SPECIAL

OCTOBER  
OUTBOARD SPECIAL

NOVEMBER  
PAINT SPECIAL

DECEMBER  
TROUBLESHOOTING EVERYTHING



D.PUB



In ocean swells, running an inlet or heading directly into a nasty chop, the Corvette's proven hull design works well and provides a sense of confidence even in snotty conditions. It doesn't pound or slam into head seas, and in following seas it tracks well and is very much in control (a bit surprising considering its rather square, boxy rear end).

> [CLICK HERE](#) to see the Corvette 340 running at 18 knots

## Monthly D.PUB Ad Rates

The monthly d.pub will be sent out to our database of 74,000 addresses on the *MotorBoating* sponsored list.

The d.pub will be posted in a feature position on the home page of motorboating.com and will be available for free in the Apple App Store.

### Ad Units - Full Screen Only

Display Ad \$1595 per screen

(limited to 10 screens per issue)

Brokerage Ad \$995 per screen

(Limited to 10 screens per issue)

A Link to a Web Site, Video Player or Photo Gallery included at no charge.



D.PUB

## Special Expanded Issues

In 2012 in addition to the monthly d.pub *MotorBoating* will also produce two stand-alone special publications using Bonnier's proprietary Bonnier Reader technology.

These issues will be fully interactive, and will offer a rich content package of 50+ pages to educate and inspire the hard-core powerboat devotees that comprise the *MotorBoating* audience.

These special editions will be distributed to all 74,000 opt-in subscribers, as well as being sold through the *MotorBoating* app on the iTunes newsstand.

### >> Issue Themes

**APRIL**  
SPRING COMMISSIONING

**OCTOBER**  
NEW BOATS FOR 2013

### Ad Units

Full Page	\$1995 net
Rich Media Enhancements	
Video	\$395
Photo Gallery	\$395
Audio Podcast	\$395