

GORGEGROUP

lifestyle • adventure • media



A GLOBAL MULTI-MEDIA ENTITY

BONNIER is an international multi-media entity that operates 175 companies in over 21 countries.

We are the leading developer of passionate enthusiast audiences in the U.S., with nearly 50 special-interest brands and related multimedia projects and events. Through authentic, informative, inspiring content, our brands encourage, educate, and challenge consumers to stretch their personal limits, master their pursuits, and become experts in their own rights. By operating in all media channels, we continuously create new ways for our experts to connect with their audience. BONNIER reaches one out of every three American adults with its content and was named 2011 Publishing Innovator of the Year.



WARREN  MILLER





paddle+board
STANDUP MAGAZINE

GORGEGROUP lifestyle • adventure • media



paddle+board

STANDUP MAGAZINE

Paddle. Board. It's a connection to the water that anyone can understand - and anyone can enjoy. For people all over the country, it's becoming a gateway to the world of liquid-based boardsports.

At PADDLE + BOARD, we're not just jumping on the SUP bandwagon - we're here to take SUP where it hasn't gone before. PADDLE + BOARD won't just be a magazine - it will be a multi-platform brand that will reach the growing market of standup paddlers not only on web and mobile devices, but through exclusive fantasy camps, clinics, and our PADDLE + BOARD SUP Board Tests.

Whether it's in the placid lake waters of Central Florida, running rivers in the Pacific Northwest, exercise on the water in Long Island Sound, big surf on Maui's North Shore, or on the starting line down in Southern California, our crew has got the stoke for standup - and now it's time for us to share that enthusiasm with a million others. **Grab your paddle. Hop on board. Join us for the first ride.**



MEET THE EDITOR

Nikki Gregg Editor

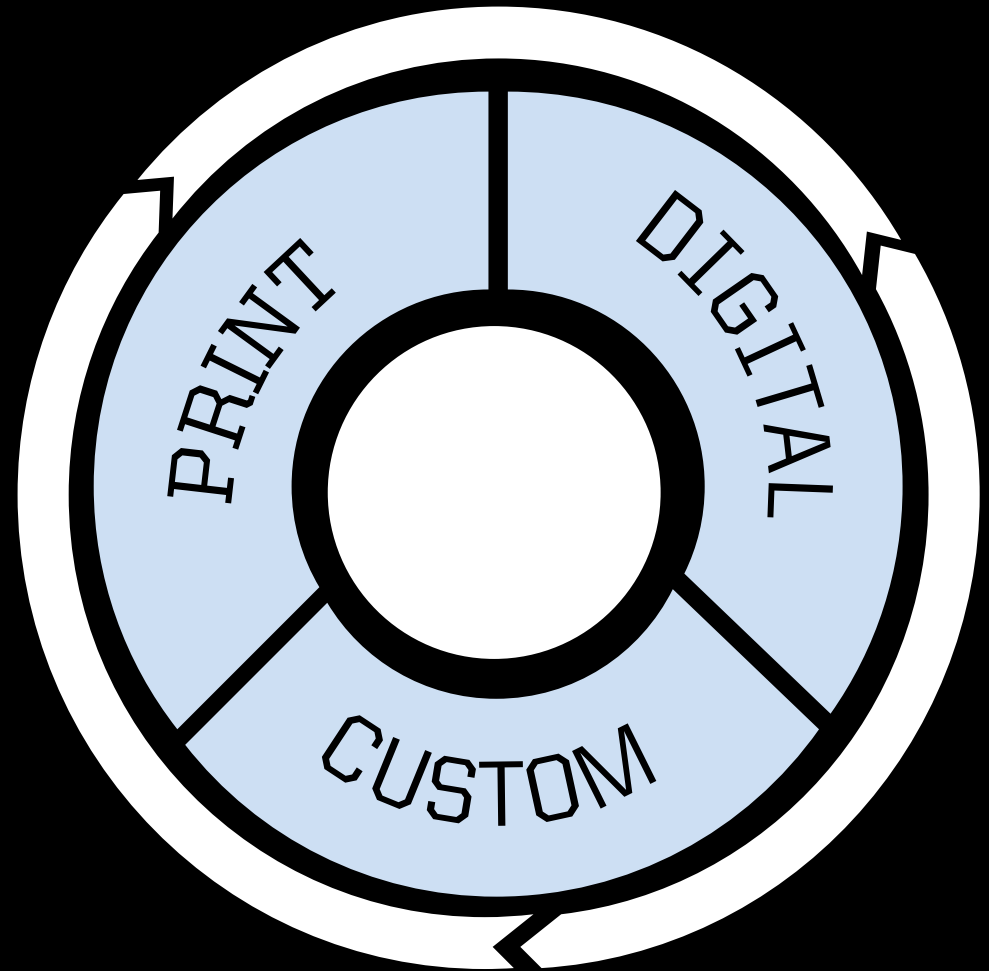
Paddle + Board's Editor-at-Large, Nikki Gregg, is no stranger to standup paddlers the world over. From her educational SUP exercise DVD's, to her racecourse exploits, Nikki knows everything about SUP from T-grip to paddle blade. Nikki brings the PADDLE+BOARD brand not only her unique insider knowledge, but an in-the-trenches view of the way the industry works from her years running SUP clinics and camps all over the United States in between SUP events and races. On the board, Nikki's diverse experience with recreational, surf, fitness and race paddling will lend the magazine an inclusive voice for all aspects of SUP. A true standup innovator, Nikki's vision for PADDLE+BOARD is a brand that promotes the athletes, the participants, but most importantly, the sport itself, in ways that connects with both the dedicated SUP enthusiast and the first time SUP buyer. Passionate, involved, and constantly on the water, Nikki is the perfect fit to lead Paddle + Board into an incredible future.

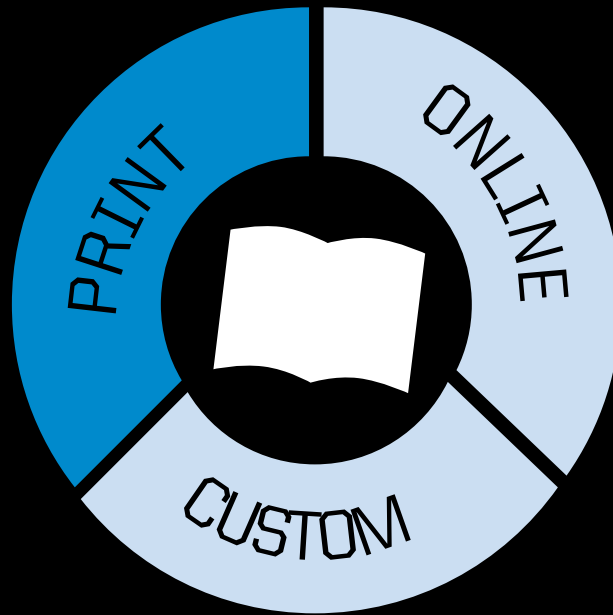
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A MULTI-MEDIA BRAND

PADDLE + BOARD will reach SUP enthusiasts on multiple levels: our quarterly print product, our multiplatform dPub, the paddleandboardmag.com website, weekly e-newsletters, and real-time, board underfoot, paddle-in-hand events. It will be a non-stop source of information for board buyers, race enthusiasts, and wave-chasers, whether they're SUP experts with 5 years of paddling under their feet, or first-timers taking their first strokes.

CLICK *PRINT*, *DIGITAL* OR *CUSTOM* TO GET STARTED ➔





PRINT



paddle+board

STANDUP MAGAZINE

PADDLE + BOARD isn't just pretty pictures on glossy pages. It's a magazine put together with the reader first in mind - delivering compelling content that not only informs and instructs, but entertains, as well. Our highly-connected Edit team is on the water all over the country - and it will show in our real-world, grass-roots connection to the sport of SUP. With just the right mix of inspiration and education, PADDLE + BOARD will be the magazine that readers pick up off the newsstand, keep floating around their surf mobile, or pass on to friends. Dedicated SUP enthusiasts will not want to miss an issue.

Ad Sizes

FOUR-COLOR	1x	2x	4x
Spread	\$7,580	\$7,290	\$6,970
Full Page	\$3,985	\$3,845	\$3,675
2/3 Page	\$2,865	\$2,755	\$2,625
1/2 Page	\$2,190	\$2,110	\$2,010
1/3 Page	\$1,605	\$1,545	\$1,480

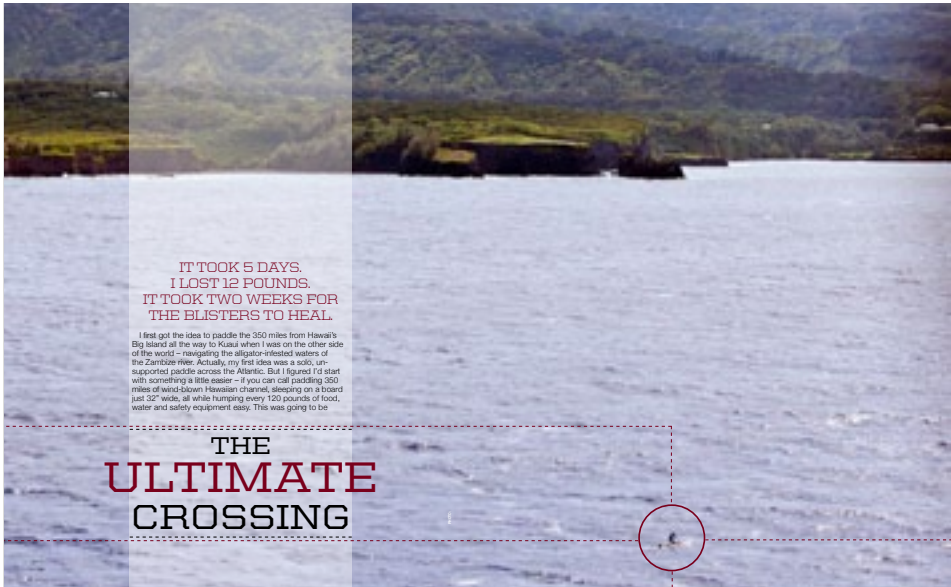
4x
Frequency

PRINT

DIGITAL

CUSTOM

MAIN MENU



EDITORIAL DEPARTMENTS

PADDLESTROKES

Our front-of-the-book intro section draws readers in with digestible, easy-access, highly entertaining content. Funny and thought-provoking while remaining informative and insightful.

VISIONS

Celebrating the pleasures and possibilities of the best of SUP photography with intense action, stunning scenery, and pictures that put you in the moment.

TRAVEL

Be it far-off Tahiti or sunset cruises on Long Island Sound, Paddle+Board serves as reader's virtual tour guide as they first began to explore the SUP world that happens beyond their backyard.

PORTRAITS AND PROFILES

Sometimes, hearing why someone else is a paddler can teach you a little bit about why we all paddle. Our inspirational profiles are an insider's look at what makes SUPers SUP.

PADDLE+BOARD SUP TESTS

With measured, objective data, PADDLE+BOARD will offer readers the tools they need to make purchasing decisions - and let advertisers legitimize their product to dealers and customers.

SUP SKILLS AND FITNESS

Pro techniques, health tips, and more fill our instructional section. Broken down in to simple, easy-to-understand components, it's guaranteed to get everyone paddling better.

PRINT

DIGITAL

CUSTOM

MAIN MENU



[PRINT](#)

EDITORIAL CALENDAR

FEB/MAR

The Surf Board Test • Ancient Secrets of the Outriggers
• Get Ripped to Rip - 5 Workouts that will improve your SUP session • Hidden Rivers - Why The Perfect Paddle Destination might be in your back yard. • Dave Kalama's Perfect Paddle Stroke • The paddler inside everybody
Ad Space Close **11/23/11**
On Sale..... **2/14/12**

MAY

Recreational Board Test - 10'0" to 12'0" All-Arounders
• Marshall Islands - SUP Paradise in the South Pacific
• The World's Best Downwinders • Picking your Perfect Paddle • The No-Slip Grip • The Lightest Board Ever Made
10 Tips for Teaching Kids • Plan your SUP Summer
Ad Space Close..... **2/6/12**
On Sale..... **4/10/12**

JUNE

Driven for Distance - The Best Crossings, Adventures, and Expeditions • Are Pop-outs Cop-outs? Why SUP will always stay a little local. • Olympic Dreams: When can we win SUP Gold? • How to Catch Every Wave You Want (and why you should give up a few, too)
Ad Space Close..... **3/26/12**
On Sale..... **5/29/12**

JULY/AUG

Sun, Fun and Surfing - Best of Summer • Raceboard Test - 12'6", Open-Oceans, and Unlimited Boards • The Greatest Race: Battle of the Paddle Game Plan • Race Ready: Tuning, trimming, and training • Five Racers changing the Game • Conner Baxter's Crazy Race Stroke
Ad Space Close..... **5/21/12**
On Sale..... **7/24/12**

[PRINT](#)

[DIGITAL](#)

[CUSTOM](#)

[MAIN MENU](#)

DISPLAY RATES

Four-Color	1X	2X	4X
Spread	\$7,580	\$7,290	\$6,970
Full-Page	3,985	3,845	3,675
2/3-Page	3,190	3,080	2,940
1/2-Page	2,790	2,690	2,575
1/3-Page	1,430	1,370	1,310
Black & White	1X	2X	4X
Spread	\$5,080	\$4,875	\$4,680
Full-Page	2,680	2,570	2,455
2/3-Page	2,145	2,055	1,965
1/2-Page	1,875	1,800	1,720
1/3-Page	1,430	1,370	1,310
Covers	1X	2X	4X
Cover 2	\$4,985	\$4,800	\$4,595
Cover 3	4,595	4,410	4,220
Cover 4	5,395	5,180	4,960

MARKETPLACE RATES (FOUR-COLUMN FORMAT)

Four-Color	1X	2X	4X
1/2-Page	\$1,205	\$1,150	\$1,115
1/4-Page	880	845	825
1/8-Page	545	520	505
Two-Color	1X	2X	4X
1/2-Page	\$1,050	\$985	\$970
1/4-Page	765	730	705
1/8-Page	455	440	430
1/16-Page	285	275	265
Black & White	1X	2X	4X
1/2-Page	\$910	\$860	\$830
1/4-Page	665	630	620
1/8-Page	405	390	370
1/16-Page	250	240	235

CLASSIFIED RATES (15-WORD MINIMUM)

Rate/Word \$4.20

GENERAL CONDITIONS

1. Rates on this card are effective beginning with the January 2012 issue and are stated in U.S. dollars.
2. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
3. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement or for errors in key number or advertiser index.
4. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate. Advertiser and Agency agree to pay for incomplete contracts at the shortage rate.
5. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency. Publisher is not responsible for loss or damage of any advertising materials.
6. Positioning of advertisements is at the discretion of the Publisher, except where request for a specific position is granted, in writing, by the Publisher.
7. Publisher is not liable for delays in delivery or nondelivery in the event of an act of God; action by any governmental or quasi-governmental entity; fire; flood; insurrection; riot; explosion; embargo; strikes, whether legal or illegal; labor or material shortage; transportation interruption of any kind; work slow down; or any condition beyond the control of Publisher affecting production or delivery in any manner.
8. Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses and costs incurred in connection with collection of all monies due.
9. Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof constitutes a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
10. Until credit is approved, Advertisements are run on a prepaid basis only. After approval, credit terms are net 30 days.

ISSUE SPACE MATERIAL ON

	Reservation	Due	Sale
F/M 12	11/23/11	11/28/11	2/14/12
MAY 12	2/6/12	2/9/12	4/10/12
JUN 12	3/26/12	3/29/12	5/29/12
J/A 12	5/21/12	5/24/12	7/24/12

PACKAGE RATES

Flat Water Pkg. (a)	\$360
Big Wave Pkg. (b)	\$1,036
<i>(a) 25 words and 10 copies at a price of \$90 per issue (full year commitment required).</i>	
<i>(b) Four-color display classified ad and 10 copies for \$259 per issue (full year commitment required).</i>	

PRINT

DIGITAL

CUSTOM

MAIN MENU

SPECIFICATIONS

Book Specifications

Trim Size: 9" x 10 7/8"

Bleed Size: 9 1/4" x 11 1/8"

No live matter within 1/4" of final trim size. On spreads, allow 1/8" safety on each side of the gutter. All marks should be offset at least 0.125" from trim. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

Binding: Perfect Bound, Jog: to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

AD SIZES All ads must be created to exact size specifications listed on the rate card or they will incur charges for resizing. On bleed ads, use trim size as your document size. No live matter within 1/4" of gutter or trim on full-page or spread ads.

REQUIRED FORMAT PDF/X-1a format is the required file format for submission. When preparing PDF/X-1a files, careful attention must be paid to ensure they are properly created and will reproduce correctly. Please see adobe.com/products/acrobat/pdfs/pdfx.pdf for guidelines and instructions. Files should conform to SWOP guidelines, and total ink density should not exceed 300 percent. View specifications online at swop.org.

PROOFS For full-page and spread ads, advertisers must submit a contract-level digital proof at full size that conforms to SWOP standards (including a color bar) for all digital files. A client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro and Fuji Final Proof.

Proofs are required regardless of file delivery mode. If a contract proof is not supplied, we will generate an Epson proof, and additional charges may apply.

The publisher and printer will not accept responsibility when contract proofs are not submitted.

MEDIA TRANSFER CD-ROM, DVD

***ELECTRONIC TRANSMISSIONS** Ad files can be delivered via our Ad Portal at adportal.bonniercorp.com. For ads supplied electronically, advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof will be sent to the advertiser for approval and an Epson proof will be made for full-page ads and spreads; additional charges may apply. We do not accept ads via e-mail. Electronic files are stored for one year only, unless otherwise requested in writing.

INSERTS Consult your advertising representative.

Production, design and prepress services are available; rates upon request.

Materials Requirements for In-House Design Services

Photos Color scans must be 300 dpi in CMYK. B/W scans must be 300 dpi grayscale.

Logos Vector .eps or .ai files are preferred. Type should be converted to outlines unless the fonts are provided. Jpgs must be 300 dpi.

If you are supplying native files for us to work with, they must be accompanied by the fonts used in those files. Black type on light background should be defined as 100 percent black only. Files should conform to SWOP guidelines, and total ink density should not exceed 300 percent.

Shipping Instructions

Bonnier Corporation
Windsurfing Magazine
Attn: Jason Jopling, Production Manager
2052 Corte del Nogal, Suite 100
Carlsbad, Ca 92011
PHONE: D: 760.707.1952

AD SIZES

Size of Ad	Width	Height
Full Page	7 3/4"	9 7/8"
Bleed Page	9 1/4"	11 1/8"
Trims to	9"	10 7/8"
Two-Page Spread Bleed*	18 1/4"	11 1/8"
Trims to	18"	10 7/8"
1/2 Page Island	4 7/8"	7"
1/2 Page Horizontal	7 3/4"	4 5/8"
1/2 Page Horizontal Bleed	9 1/4"	5 1/2"
Trims to	9"	5 3/8"
1/3 Page Vertical	2 1/2"	9 7/8"
1/3 Page Square	4 7/8"	4 5/8"
1/6 Page Horizontal	4 7/8"	2 1/8"
1/6 Page Vertical	2 3/8"	4 5/8"
1/8 Page Horizontal	3 11/16"	2 1/8"
1/12 Page Square	2 3/8"	2 1/8"
1/16 Page Horizontal	3 11/16"	1"

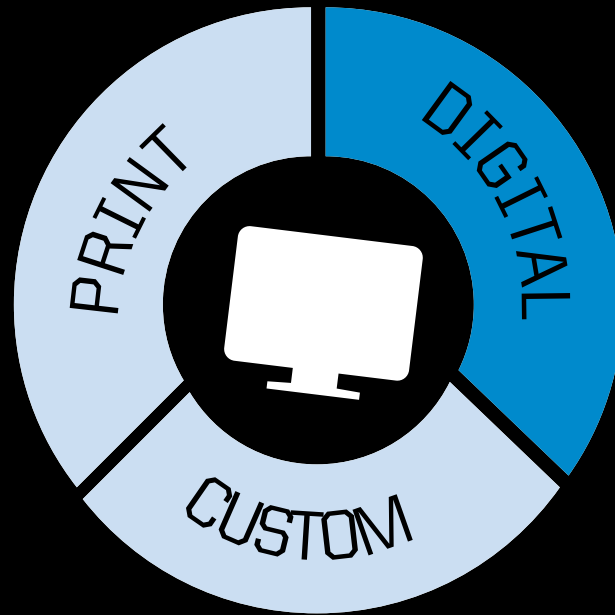
Issue	Space Reservation	Material Due	On Sale
F/M 12	11/23/11	11/28/11	2/14/12
MAY12	2/6/12	2/9/12	4/10/12
JUN12	3/26/12	3/29/12	5/29/12
AUG12	5/21/12	5/24/12	7/24/12

PRINT

DIGITAL

CUSTOM

MAIN MENU



DIGITAL



D.PUB

iPads. Android Phones. Desktop browsers. No media consumption device is beyond the reach of our exclusive PADDLE+BOARD d.Pub - a cross-platform media product marketed at an audience created from subscriber lists of over a dozen Bonnier brands, reaching over 1,000,000 people a year.

VOLUMES

- Fitness
- Board Tests
- Instruction
- Travel
- Photo Gallery

Ad Unit

Full-Page	\$995
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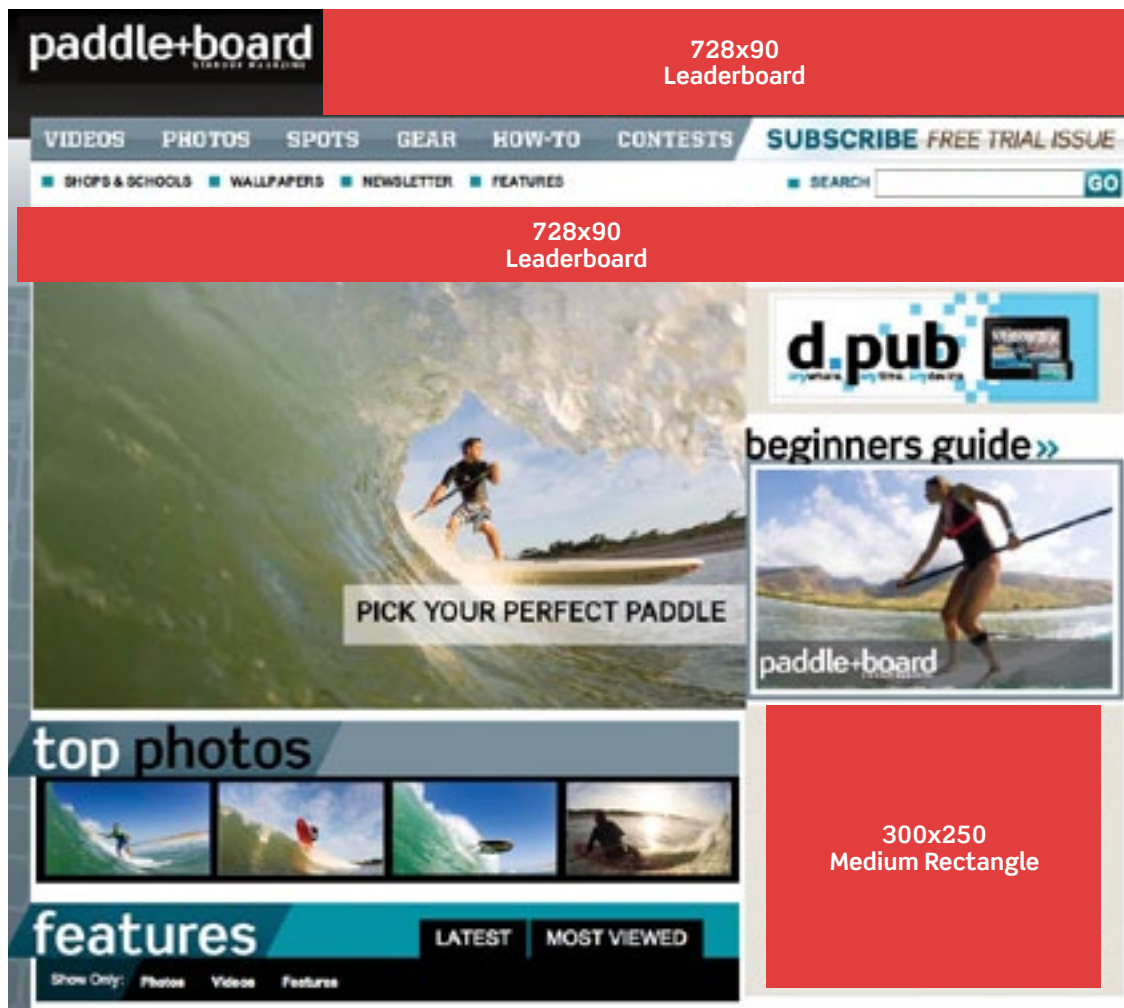
*Custom ad opportunities are available based on the media buy.

PRINT

DIGITAL

CUSTOM

MAIN MENU



PADDLEANDBOARDMAG.COM

PADDLE+BOARD will quickly establish itself as the go-to resource for gear reviews, technique tips, and up-to-the-minute news about SUP. Advertisers will not only reach a core, dedicated audience of experienced paddlers, but also a host of curious first-timers.

Ad Units

728x90	\$50 CPM (above the fold)
728x90	\$35 CPM (below the fold)
300x250	\$50 CPM (above the fold)
300x250	\$35 CPM (below the fold)

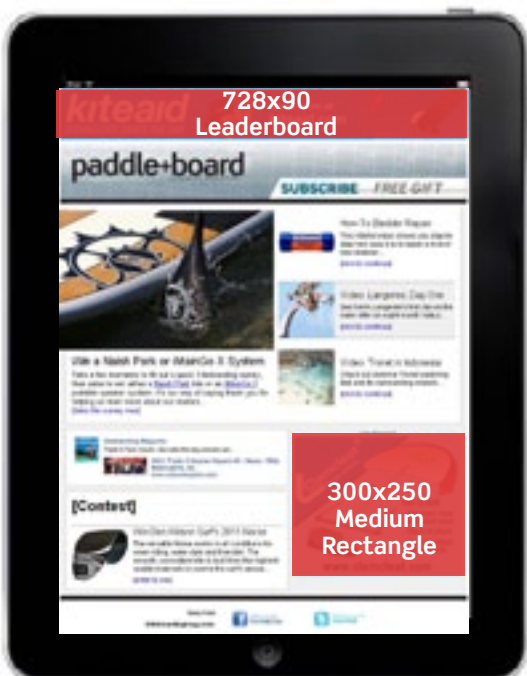
*Custom ad opportunities are available based on the media buy.

PRINT

DIGITAL

CUSTOM

MAIN MENU



EDITORIAL E-NEWS LETTER

PADDLE + BOARD delivers targeted editorial messages, including Board Tests, Instruction, plus news and events weekly to opt-in only subscribers. Leverage 728x90, 300x250 and custom placements to deliver your message to our most loyal readers.

Ad Units

728x90	\$270
300x250	\$270

*Custom ad opportunities are available based on the media buy.



CUSTOM E-NEWS LETTER

Housed within the Paddle + Board template, the custom eNewsletter consists solely of your brand's message. Target a highly engaged audience with 100% share of voice. Deepen brand awareness, launch new products, highlight team riders and strengthen your brand with this unique/powerful tool. Delivered to opt-in only subscribers.

Pricing

\$995

PRINT

DIGITAL

CUSTOM

MAIN MENU

ONLINE ADVERTISING REQUIREMENTS

AD UNIT	DIMENSIONS	FILE SIZE	FILE TYPE
Leaderboard	728x90 pixels	72 dpi 40 kb max	gif, jpg, swf
Medium Rectangle	300x250 pixels	72 dpi 40 kb max	gif, jpg, swf
eNewsletter Leaderboard	728x90 pixels	72 dpi 40 kb max	gif, jpg
eNewsletter Medium Rectangle	300x250 pixels	72 dpi 40 kb max	gif, jpg
Custom eNewsletter	600 pixels wide	72 dpi 40 kb max	html



STANDARD GUIDELINES

These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)

- DoubleClick is used to serve all Bonnier Corp advertisements

THIRD PARTY SPECIFICATIONS

- Third Party tags should be served via JavaScript Ad calls, not iframes
- Audio needs be user initiated with a clearly recognizable on/off button
- All floating ad units should have a clearly recognizable close button
- Max initial load file size should not exceed 30k
- Additional polite download shouldn't exceed 80k
- Frame rate per second should not exceed 18fps
- Animation length should not exceed 15 second

THIRD PARTY VENDORS

Bonnier has the ability to serve third party tags that are not on the list of approved vendors but we will not be able to track click throughs.

FLASH AD UNITS

- Flash files served via DoubleClick must be coded properly for proper click and impression tracking
- All Flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash
- A click through URL must be supplied
- We accept flash version 6-10

HOW TO CODE FLASH FILES WITH CORRECT ACTION SCRIPT

- Create an invisible button over the area that you want 'active/clickable' to users
- On the invisible button, put the following action on (release) {getURL(_level0.clickTag, "_blank");}

PRODUCTION CHARGES (\$120/hour net)

- Banners (2 hour min)
- Custom eNewsletter (3 hour min)
- Includes one round of changes
- Client to provide all materials in a timely manner

APPROVED THIRD PARTY VENDORS:

Ad4Ever	CheckM8	Linkstorm
Ad Centric	ClipStream	Mediaplex*
Adform	DoubleClick*	Mediatronic
Adify	Dynamic	Poindexter
Adinterax	Logic*	Pointroll*
Adition	Enliven	TangoZebra
AdLegend	Eyeblaster	Unicast
Adprime	EyeReturn	United
Adtech	EyeWonder	Virtualities
Advert	Google*	Valueclick
Atlas*	Interpolis	Vendaria
Bluestreak*	Kaon	Viewpoint
BridgeTrack	Klipmart	Zedo

PRINT

DIGITAL

CUSTOM

MAIN MENU

EXCLUSIVE PACKAGE PRICING

Only 8 slots available per month

Includes:

1. d.pub full screen ad delivered to over 100,000
2. Custom eNewsletter delivered to our opt-in only database.
3. Editorial eNewsletter sponsorship
4. Run of site banner for the entire month

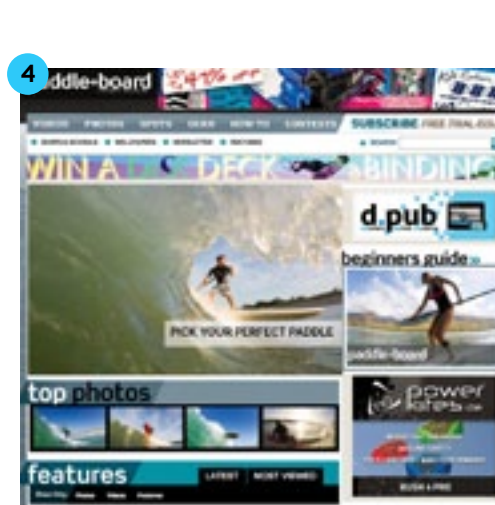
VALUE of package: \$2,700

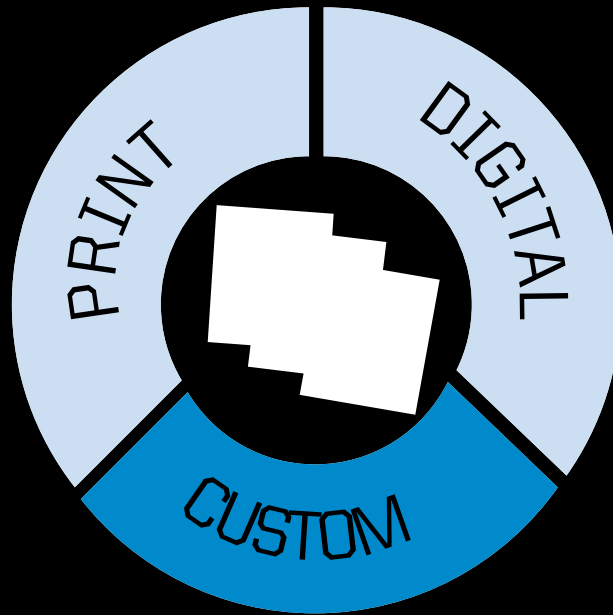
TOTAL COST: \$995

5. Add Paddle + Board Test Live Program for only \$300 more for a total cost of \$1,295 (one board included)

*Paddle + Board Test Live Program includes:

1. Custom video of product on PaddleBoardmag.com
2. Mobile Tag in publication sets your product apart from the competition
3. Your product will be listed higher in priority on Gear page on website
4. Product featured in 1 editorial eNewsletter





CUSTOM

PADDLE+BOARD FANTASY CAMPS

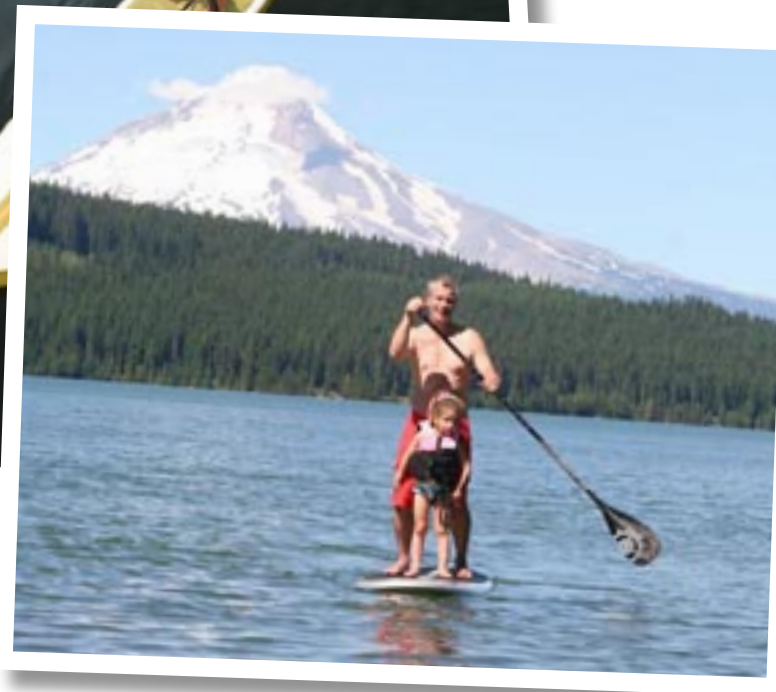
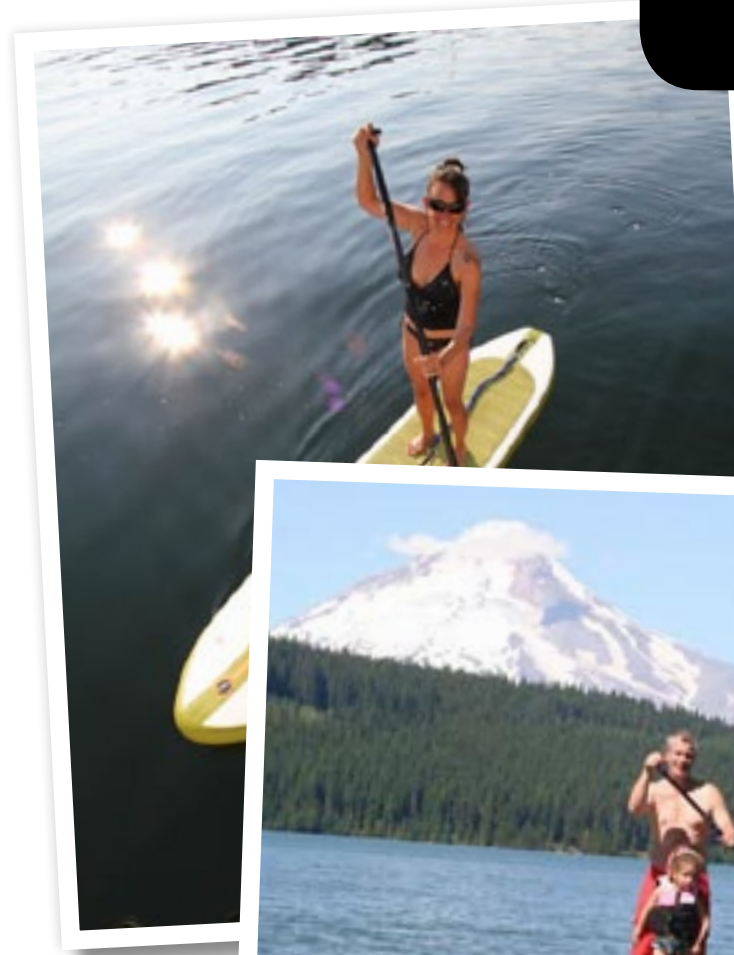
We don't just put paddleboards on paper - we get 'em wet, too. Our exclusive fantasy camps put real world paddlers on the water with the pros in the most beautiful places to SUP in the world. It's a once in a lifetime experience. Tailor one to fit your brand, and your riders - and make a brand connection that will last forever.

CUSTOM BROCHURES, VIDEOS, AND CONTESTS

Need high-end design firm services without design-firm prices? Our in-house art team can help you with anything from your individual ad to longer pieces like product catalogues, brochures, and more. Or have your products endorsed with a PADDLE+BOARD produced informational video.

EVENTS

Whether it's a contest, a product release, or just a party, we can help you put together an event that attracts and crowd - and broadcast coverage through paddleandboardmag.com, our exclusive dPub, and social media outlets.



PRINT

DIGITAL

CUSTOM

MAIN MENU

CREATIVE SOLUTIONS

BONNIER offers expert cross-platform marketing solutions to build brand equity and connect partners to their ideal target audiences. We combine the authoritative power of our 50+ enthusiast brands with an array of capabilities, to provide rich experiences to our audience of influential, engaged consumers. Leverage your brand on our multiple platforms and connect with the largest audience of passionate enthusiasts in the world.

MULTI-MEDIA PLATFORMS



CAPABILITIES

- BLOGS**
Branded Premiums
- CONTESTS/ SWEEPSTAKES**
Content Licensing
Contextual Ad Units
Copywriting
Crowdsourcing
- CUSTOM CONTENT**
Custom Microsites
- DEDICATED EMAILS**
- DIGITAL PUBLICATIONS**
eCards
- EDITORIAL INTERGRATION**
- NEWSLETTERS**
Enhanced Print Assets
Enhanced Brand Placement
Loyalty and Continuity
- EXPERIENTIAL MARKETING**
- FACEBOOK INTEGRATION**
Send to a Friend
Flash Ad Units
Homepage Takeovers
In-Banner Games
In-Banner Sweepstakes
In-Banner Videos
- INTEGRATED (PRINT+ ONLINE)**
- IPAD /IPHONE APPS**
- MEDIA ROADBLOCKS**
Partnerships
PHOTO GALLERIES
Professional Photography
Podcasts
- POLLS/QUIZZES/TRIVIA**
Prize Sourcing
- CUSTOM PUBLISHING**
RSS Feeds
SEO
Shoppable Ad Units
- SLIDESHOWS**
SMS/MMS Alerts
Super Rich Media Ad Units
Talent Sourcing
Twitter Programs
- USER GENERATED CONTENT**
Video Contests
Video + T.V. Production
Viral Videos
- VIRTUAL TOURS/ EXPERIENCES**
Wallpapers + Skins
- WEBISODES AND MOBISODES**
Widgets

*Items specifically suggested for GARDEN DESIGN partners are highlighted.

-
- PRINT
-
- DIGITAL
-
- CUSTOM**
-
- MAIN MENU
-

FOR MORE
INFORMATION
PLEASE CONTACT

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805.403.8095 | david.combe@bonniercorp.com

