Reach Over 120,000 Print, Online, Digital and e-Newsletter Readers
Reach More Boat Owners — More Often

Over 500 Distribution Locations

✓ Reliable distribution to more than 500 marinas, shipyards, boating stores, tackle shops, launch ramps, marine dealers, charter boats and boating clubs every other Friday.

✓ Published 26 times per year.

✓ Available at all major Southern California boat shows and fishing events.
Increase Sales and Profits

8 Reasons to Advertise in *The Log*

1. **Targeted Distribution**
   Available at hundreds of boating and fishing outlets in SoCal every other Friday.

2. **Results oriented**
   Create traffic, move merchandise and establish your brand.

3. **Credibility**
   *The Log's* trusted and respected reputation extends to our advertisers and the products and services they sell.

4. **Purchasing Power**
   77% of our readers have incomes of over $60,000/yr. and 28% plan to purchase a boat in the next 12 months.

5. **Unique Content**
   News and content boaters can't get anywhere else drives readers to *The Log* print editions and website.

6. **Highly Efficient**
   Every reader's a prospect, unlike general mass media (radio, TV, cable, daily newspapers) where 95% of those you reach have no interest in boating.

7. **FREE Creative/Ad Production**
   Our experienced art staff will create a professional ad that draws attention and is designed to sell.

8. **SoCal's #1**
   Largest number of digital edition and e-newsletter subscribers.

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What Advertisers Are Saying

*THE LOG has been my go to publication for over 30 years whether in the past or for my new company. Timely publishing, comprehensive reporting, expanding online presence and a first rate staff are only a few of the reasons why for marine marketing, THE LOG is my place to be.*

Scott Lampe, Big Bay Yachts

*I would like to say thank you for all your professionalism and help! Working with the Log was surprisingly painless. We got it all setup and running in a blink of an eye. The ads are very effective and we get complemented on them frequently. Thanks and keep up the good work!!!!*

Pawel Kozinski, CEO, Kozwel Boatworks, Inc.

*The Log is Hotel Coral & Marina’s top marketing choice to meet our goal of reaching as many Southern California boaters as possible. Their bi-weekly distribution accomplishes this by doubling our exposure to reach our potential clients. Plus The Log’s affiliated Harbor & Slips Guides, coupled with the support of the Duncan McIntosh Company’s sister publications and boat shows, reinforce their commitment to support the boating & fishing communities and supply Hotel Coral the vital coverage to US boaters and fisherman traveling into Mexican waters.*

Fito Espinosa, Hotel Coral & Marina
Loyal, Devoted Readers - Active Boaters

The Log Reader:

- 86.7% own a boat
- 77% own boats 21 feet and larger
- 40% of powerboats owned are sportfishing or open fishing boats
- 29% own a second boat
- 77% have incomes over $60,000 per year
Reach Your Customers 24/7

Always accessible, always available

Reach active Southern California boaters 24 hours a day. The editorial resources used to put together the highly read print edition of the bi-weekly boating newspaper produce the same high quality content for thelog.com. Daily updates covering the latest boating news and events, keeping SoCal’s active boaters in the know. The Log offers more advertising opportunities than ever to strategically reach active and upscale boaters.

- Continuous content updates
- Content created exclusively for the boating community in Southern California
- Complete calendar of shows and events
- More than 34,000 website page views every month
- Excellent advertiser efficiencies
- Print, website and e-newsletter combo rates available.

Call your Log sales representative to learn more about multi-media ad packages!

Online Digital Edition

Get unbeatable exposure — with an Exclusive Digital Newspaper Sponsorship! Your brand will be the first thing over 18,000 subscribers see when they receive The Log’s digital newspaper.

Includes:
- “Sponsored by” statement on e-mail carrier delivered to digital subscribers
- Logo on digital newspaper wallpaper
- Logo, photo and supplied video on page opposite the front cover

Only $800 per issue

Call your Log sales representative to learn more about multi-media ad packages!
Ad Packages for Every Budget

The Log is more than a newspaper — it’s a multimedia selling machine. Utilizing the newest communication technology in delivering your message to the Southern California boating market.

**PRINT EDITION**
- Distributed every other Friday to our 500 locations
- 30,000+ print editions x 2.1 readers = over 63,000 total readers per issue

**DIGITAL EDITION**
- Delivered every other week, before print copies hit the street
- Accessible 24/7 from anywhere
- Embed videos in your ad
- Over 20,400 subscribers
- Largest number of digital edition and e-newsletter subscribers
- Always Free at the log.com

**E-NEWSLETTER**
- Delivered weekly to over 18,000 subscribers
- Keeps readers updated with the latest marine news
- Largest number of digital edition and e-news subscribers

**WEBSITE**
- Local boating news updated daily
- Video content
- Accessible 24/7

*Customized e-blast available, ask your Log rep for details.*
2020 Rates and Specifications

Southern California - Full Run Display

<table>
<thead>
<tr>
<th>TABLOID SIZES</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>13X</th>
<th>26X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,845</td>
<td>$1,765</td>
<td>$1,625</td>
<td>$1,535</td>
<td>$1,445</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,040</td>
<td>$1,015</td>
<td>$965</td>
<td>$935</td>
<td>$845</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$625</td>
<td>$585</td>
<td>$545</td>
<td>$535</td>
<td>$495</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$370</td>
<td>$360</td>
<td>$345</td>
<td>$335</td>
<td>$295</td>
</tr>
</tbody>
</table>

Specifications:
- Color (per page) $195. Add to the black-and-white earned rate

Sizes and Format:
- The Log is an 11” x 15” tabloid newspaper in a four-column format. Refer to the ad sizes below for more details.
- PDF high resolution (266 dpi) with fonts embedded is the preferred file format for all ads. Refer to Mechanical Requirements for more details.

Inserts:
- Ten thousand minimum — $110 per thousand
  *Above price is for machine inserting materials with a lap
- Add $25 per thousand for hand inserting materials that do not have a conforming lap — call for details
- Add $15 per thousand for folding 8 1/2” x 11” single sheets

Ad Size | Width | Height
---|---|---
Full Page | 10” | 13-1/2”
1/2 Island | 7-1/2” | 10”
1/2 Horizontal | 10” | 6-1/2”
1/2 Vertical | 4-7/8” | 13-1/2”
1/4 Horizontal | 10” | 3-1/4”
1/4 Square | 4-7/8” | 6-1/2”
1/4 Vertical | 2-3/8” | 13-1/2”
1/8 Horizontal | 4-7/8” | 3-1/4”
1/8 Vertical | 2-3/8” | 6-1/2”

Terms: Invoices are rendered and due on the date of publication. When credit has been approved and granted by publisher, invoices are net 30 days. A 1-1/2% service charge will compounded monthly beginning 31 days from invoice date.

Send ad materials to:
Mail: The Log / Mary Monge
18475 Bandilier Circle, Fountain Valley, CA 92708
Email: ads@thelog.com

The Log is California’s Boating & Fishing News.
## 2020 Issue Planner

**Boat shows and Special Issues**

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Space &amp; Material Deadline</th>
<th>Space &amp; Editorial Special Issue Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles Boat Show Issue</td>
<td>1/10</td>
<td>12/31</td>
</tr>
<tr>
<td>San Diego Sunroad Boat Show Issue</td>
<td>1/24</td>
<td>1/15</td>
</tr>
<tr>
<td>Midwinters</td>
<td>2/07</td>
<td>2/29</td>
</tr>
<tr>
<td>Fred Hall Long Beach Preview (3/4 - 3/8)</td>
<td>2/21</td>
<td>2/12</td>
</tr>
<tr>
<td>Fred Hall Long Beach Show Issue (3/4 - 3/8) &amp; Fred Hall Del Mar Preview (3/26 - 3/29)</td>
<td>3/06</td>
<td>2/26</td>
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<tr>
<td>Fred Hall Del Mar Issue (3/26 - 3/29)</td>
<td>3/20</td>
<td>3/11</td>
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<tr>
<td>San Diego Day at the Docks (4/19)</td>
<td>4/03</td>
<td>3/25</td>
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<tr>
<td>Newport Boat Show Preview &amp; Show Issue (4/23 - 4/26)</td>
<td>4/17</td>
<td>4/08</td>
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<tr>
<td>2020 Guide to SoCal Harbors</td>
<td>5/01</td>
<td>4/22</td>
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<tr>
<td>San Diego Int’l Boat Show Preview &amp; Show Issue (6/4 - 6/7)</td>
<td>5/15</td>
<td>5/05</td>
</tr>
<tr>
<td>Marina del Rey Issue</td>
<td>5/29</td>
<td>5/19</td>
</tr>
<tr>
<td>4th of July Issue</td>
<td>6/12</td>
<td>6/03</td>
</tr>
</tbody>
</table>

<table>
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<th>Space &amp; Material Deadline</th>
<th>Space &amp; Editorial Special Issue Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catalina Island Issue</td>
<td>7/10</td>
<td>7/01</td>
</tr>
<tr>
<td>San Diego Sunroad Boat Show Issue</td>
<td>7/24</td>
<td>7/15</td>
</tr>
<tr>
<td>Make-A-Wish Tuna Challenge</td>
<td>8/07</td>
<td>7/29</td>
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<tr>
<td>LA Harbor In-Water Boat Show (San Pedro) Preview</td>
<td>8/21</td>
<td>8/21</td>
</tr>
<tr>
<td>LA Harbor In-Water Boat Show (San Pedro) Show Issue</td>
<td>9/18</td>
<td>9/09</td>
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<tr>
<td>SLIPS Guide 2021</td>
<td>10/02</td>
<td>9/23</td>
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<tr>
<td>Boatyard Guide</td>
<td>10/16</td>
<td>10/06</td>
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<tr>
<td>Christmas Boat Parades</td>
<td>10/30</td>
<td>10/21</td>
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<tr>
<td>Los Angeles Boat Show Preview (1/9 - 1/12)</td>
<td>11/13</td>
<td>11/04</td>
</tr>
<tr>
<td>Los Angeles Boat Show Issue</td>
<td>1/08/2021</td>
<td>12/29</td>
</tr>
</tbody>
</table>
Get Results!

Advertising Tips

- Use a time limit for response in your advertisement. Time limits work.
- Four-color ads are noted 13 percent more often than two-color ads — and 20 percent more often than black-and-white ads.
- Include benefits, not features in your advertising: What is in it for me? Only $499.99 is not as meaningful as saving $50.
- Advertising builds traffic, provides incentives for acting now, provides links to websites, coupons and toll-free numbers, which can all directly close the sale. Advertising keeps them sold. Advertising reinforces good decisions and creates the best prospects for future sales. It costs less to keep a customer than to find a new one.
- Adding one color to a black-and-white ad produces higher noting scores. Twenty percent higher than black-and-white ads.
- Have a goal/plan: Yogi Berra once said that if you don’t know where you are going, any road will take you there. Knowing what you want to accomplish may be half the battle in creating good advertising.
- Every day you open your store, keep your shelves stocked, keep your phone connected, have your staff come to work. Shouldn’t you invite customers in by advertising frequently?

Susanne Diaz
(949) 660-6150 ext. 210
susanne@thelog.com

Jon Sorenson
(Classifieds/Marine Directory)
(800) 887-1615
classifieds@thelog.com

The Log is Southern California’s most-read boating and fishing newspaper. With a brand-new issue out every other week, The Log delivers vital content while it’s still news. Boaters pick up nearly twice as many copies of The Log in two weeks as they do of all the monthly publications combined.