



- Award Winning Editorial
- National Houseboat Expo
- World Wide Dominance
- Our 22nd Year!

## 2012 MEDIA PLANNER

# Houseboat

To advertise, contact:

Chris Searle  
208-542-2208

Greg Larsen  
208-542-2216

# Experience the power of an *integrated* marketing approach...



HOUSEBOAT MAGAZINE'S  
NATIONAL **Houseboat**  
**EXPO**

Next time you go down to the docks just count how many times somebody says "hello" or "how are you?" It's proof that houseboating is a lifestyle, a way of life that says "goodbye" to the worries of every day and says "hello" to good times, family fun, and relaxation. Houseboat magazine serves as the most used and trusted resource for houseboaters to learn about the industry and enjoy stories and photographs that speak directly to this unique lifestyle. Houseboaters have a passion for their lifestyle, and for years nothing has fed their enthusiasm more than *Houseboat* magazine. Our readers expect insightful information and compelling stories. That is exactly what they get...and much more!!!

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[www.houseboatmagazine.com](http://www.houseboatmagazine.com)  
Not just a website. It's a lifestyle.

Houseboat magazine has developed the most used and trusted web sites in the industry. [www.houseboatmagazine.com](http://www.houseboatmagazine.com) and [www.houseboatrentals.com](http://www.houseboatrentals.com) are directly related to Houseboat magazine and provide another valuable resource for our readers, your customers. Your customers have access to exclusive web articles combined with industry news, manufacturer directories with links to web sites, articles, ads, banners and more. Whether our reader is looking for a rental, a purchase, a marina, a product, a service or anything else for their houseboating needs, our web sites are the answer. Don't take our word for it, go to your favorite search engine and see for yourself. We've established ourselves as the industry leaders on the web, and you can take advantage of our leadership by advertising on our sites!

- #1 Web site for houseboating
- Millions of hits every month
- Link advertising available
- Banner advertising available
- A must for your advertising budget!

The Industry's Top Magazine  
**Houseboat**  
MAGAZINE

**Circulation:** 25,000

**READER PROFILE:**  
**ownership:** 75.6% currently own a houseboat

**age:** 70.8% are between the ages of 41-60

**renters:** We have access to 8,500 people who have rented in the last three years

# 2012 HOUSEBOAT EDITORIAL CALENDAR CELEBRATING 22 YEARS

## JANUARY/FEBRUARY

Buyer's Guide 2012. Our annual guide is the ultimate opportunity for prospective buyers to see what the industry has to offer. Each year, we profile key houseboat manufacturers, focusing on marine application and niche specialty. Our annual guide also features financing information, insurance tips and broker basics. Plus this year we're adding an accessory showcase to provide you a "shopping list" of the must-have items that every houseboat should have.

## MARCH/APRIL

Houseboat Protection. Marina security is becoming a big issue on some docks, are you taking the right steps to protect your investment? In this issue we'll tackle the top houseboat security systems as well as provide tips to keeping your boat safe when you're not around. Plus we'll provide you with the information you need to know when it comes to boat brokers as well as helpful hints for the seasoned skippers. Also we'll cover why quality family time is only one reason why houseboating makes a lot of sense.

## MAY/JUNE

Updating The Outdated. Do you have outdated colors? Is your furniture looking worn? It's time to give your boat a fresh look with updated designs and the top decorators can help. Plus we have a square-foot face off as we highlight the advantages of a houseboat over a cruiser. And we'll also include our top rental listings for those houseboaters looking to try out a different lake or for the family that is ready to sample this unique lifestyle before they buy.

## SUMMER

Holiday Boating. The Fourth of July on the water, it doesn't get any better. We head to the Golden State in this issue to celebrate America as we discover how houseboaters spend their holiday on this California lake. We'll also take a closer look at community docks and why great boating neighbors only enhance your houseboating experience. Plus we'll cover the latest in houseboat sound systems, speaker upgrades, as well as the benefits to having music onboard your boat.

## FALL

Old Man Winter. It's time to winterize and we'll provide you with tips on how to protect your boat in the off-season and the steps you need to take to make sure it's ready to go next spring when you are. Also, you don't need to be the world's best skipper to enjoy houseboating, but we'll cover the secrets anyway on how to safely navigate your houseboat. Operating a houseboat is easier than you might think and we'll break it all down for you in this issue. Plus we crash the ultimate Halloween dock party and you won't believe how these houseboaters like to celebrate this holiday.



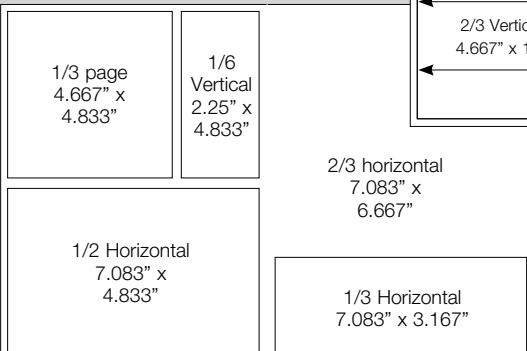
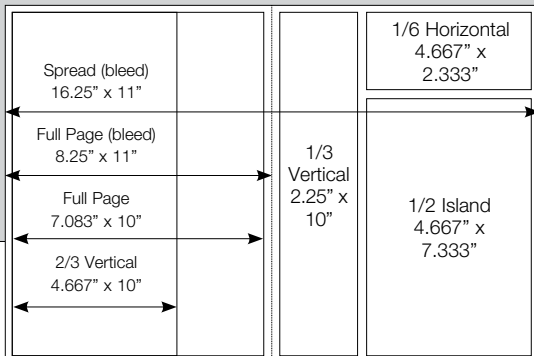
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# HOUSEBOAT MAGAZINE • 2012 • RATE CARD

EFFECTIVE JANUARY 2012

## DIMENSIONS

Trim Size.....8" x 10-3/4"  
 Live Area Page .....7-1/16"x10"  
 Live Area Spread .....15-1/8"x10"  
 Spread Bleed Size....16-1/4"x11"  
 Page Bleed Size .....8-1/4"x11"  
 Binding Method... Saddle Stitched



Broker Section: Call for pricing and restrictions

## DEADLINES

Issue	Ad Space	Ad Material	Mail
Jan./Feb.	10/27/11	11/03/11	12/02/11
March/April	1/05/12	1/12/12	2/19/12
Expo 2011	2/16/12	2/23/12	3/15/12
Rental Guide	3/08/12	3/15/12	4/06/12
May/June	3/22/12	3/29/12	4/26/12
Summer	5/17/12	5/24/12	6/19/12
Fall	7/19/12	7/26/12	8/21/12

## WORKIN' THE WEB

### “Power Package” Marketing

The industry's ultimate on-line marketing program

It's pretty much expected in today's world—you must have an Internet presence. But is having a “presence” enough? No. It's not. To fully take advantage of the World Wide Web you must first fully understand its many different opportunities.

Whether it is through banner advertising on the main page, listings in the business directory or special e-mail promotions, we've got what it takes to boost your leads through digital media.

### Listings

\$300 Enhanced

### Banner/ Tower Ads

\$500 Banner  
\$750 Tower

### Digital Reprints

\$150

### Digital Brochures

\$300

### EXTENDED SERVICES

Harris Publishing offers a full line of marketing services including:

- Direct Mail
- E-mail
- Brochure
- Catalog Design
- Printing

If you need help, just give your Account Executive a call.

### BROCHURE, CATALOG AND SMALL-RUN MAGAZINE PRINTING

Did you know that nearly all of Harris Publishing's 15 different national magazines are printed by Falls Printing—a Harris Publishing-owned subsidiary? That's right. Using a 25-inch, 5-color Heidelberg Sheet-fed press, plus a myriad of other smaller presses, bindery equipment and label and mail equipment, Falls Printing can tackle just about any small-run job, including yours! Catalogs and magazines less than 50,000 press run are great candidates for Falls. Brochures and fliers of all run lengths are no problem. Call your sales rep today to get your next print bid started.

# 2012 RATES

	STANDARD	1X	ANNUAL
Full Page		\$3569	\$3340
Two-Thirds Page		2985	2785
Half Page		2149	1975
Third Page		1582	1407
Covers 2nd or 3rd		6725	6266
Back Cover		3965	3736
Spread		6725	6266

### AFTERMARKET SECTION

Call Chris Searle for Pricing, 208-542-2208

### BROKER SECTION

Call Chris Searle for Pricing, 208-542-2208

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**HARRIS  
PUBLISHING INC.**

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HOUSEBOAT MAGAZINE'S  
**NATIONAL Houseboat  
 EXPO**

## LARGEST HOUSEBOAT SHOW IN THE WORLD

The National Houseboat Expo is the world's only show dedicated 100 percent to houseboating. The unique style and class of the Houseboat Expo brings qualified buyers from all over the world. Unlike traditional boat shows, we specifically target qualified buyers and invite them to come to this one-of-a-kind event. This insures that you, as an exhibitor come away with a fantastic return on your investment. The Expo is held at the Kentucky Exposition Center in Louisville, Ky., each spring and continues to grow in size, audience and attractions. Quite simply, there is not a show in the world like this one! Whether you are a houseboat manufacturer or have houseboat aftermarket products or accessories, this show is a must for your exhibit plans!

[www.houseboatexpo.com](http://www.houseboatexpo.com)



### Proven...

The National Houseboat Expo has been running strong for over 10 years.

### Tested...

Even during tough economic times, the National Houseboat Expo continues to deliver a highly-qualified audience year after year.

### Marketed...

The Expo is unique in that it offers its exhibitors an unmatched amount of exposure through the number one industry magazine, *Houseboat* magazine and the most powerful houseboating website, [www.houseboatmagazine.com](http://www.houseboatmagazine.com).

But that's not all... we add to the marketing by targeting qualified attendees with an aggressive and effective marketing plan.

- Over 150 exhibits
- Qualified attendees
- One-stop shopping
- Customers are ready to buy
- You can't miss this show!

Become an exhibitor at the National Houseboat Expo. *Share the passion... Share the success*



"I want to thank everyone at *Houseboat* magazine for putting together the best Houseboat Expo in years! The crowds were very qualified buyers and I sold a boat this morning because of the show. I feel we made a "boatload" of valid contacts to sell boats to and for. Thanks again for a job well done."

*Terry Miller, Houseboats Buy Terry*

"We experienced record inquiries and sales. The slow economy certainly wasn't evident inside the Expo. As always, it was pleasure being in Kentucky and displaying at the National Houseboat Expo."

*Peter & Elizabeth Dean, Propco Propellers*

"We feel real positive about the show and promotion along with the great attendance. This show was better than last year and generated good leads."

*Shawn Heinen, Thoroughbred Houseboats, LLC*

"It was a surprise to see so many houseboat enthusiasts at this year's Expo. It was also great to see that even in these tough economic times, the houseboaters of the world understand the role that houseboating plays in the enhancing their lives and continue to come together to show their support for the industry."

*Travis Keller, YourNewBoat.com*

"I am well pleased with the turnout for the National Houseboat Expo. The attendees were defiantly qualified buyers. We are currently following up on several qualified leads, and have had several people tour our factory as a result of exhibiting our showboat at the Expo."

*Bobby Gehring, Sunstar Houseboats*