



Center Console LIFE

PRINT • DIGITAL • VIDEO • WEBSITE • SOCIAL MEDIA • EVENTS

FASTEST GROWING SEGMENT ON THE WATER TODAY

EDITORIAL OVERVIEW

CenterConsole LIFE

MISSION

Center Console Life is dedicated to choosing and outfitting a center-console boat and the enjoyment and satisfaction of fishing, cruising, water sports, and quality family time. CCL's expert writers – most of whom are dedicated center-console owners themselves – are passionate about this style of boat, and are always on the cutting edge of the newest designs and the latest engines, accessories, and trends. They'll provide up-to-the-minute boat and engine tests and reviews, as well as in-depth articles covering maintenance and upgrading, cruising and fishing destinations, waterfront dining, tournaments, events and on-the-water family fun. It's the only publication to *directly* serve every center-console owner – and those who would like to become one!

TARGETED CONTENT

Center Console Life is a brand-new magazine that concentrates on the most popular boat style in the recreational marine industry today – the center-console. CCL hits the very core of this market, directly reaching thousands of boaters who are constantly looking to upgrade in size, to re-power, to add electronics and accessories, and to discover new cruising and dining venues, events and on-the-water fun. If you're the manufacturer of any product aimed at the center-console market, CCL will bring your message directly to center-console owners—and those who aspire to become one!



IT'S BEACH TIME!

PLUS: DIGITAL EDITIONS

All print ads appear in the digital editions -
AT NO ADDITIONAL CHARGE!

www.centerconsolelifemag.com

EDITORIAL OVERVIEW

CenterConsole LIFE

ABOUT US

Taylor Publishing Group is a leading publisher in outdoor magazines, with 50 years of continuous experience in the recreational field, creating more than 30 international titles from fish boats to power boats, to motorcycles, to ATVs, personal watercraft, sportsmen magazines, snowmobile and RV publications, even lawn and garden magazines, PLUS 10 major specialty buyer's guide magazines. TPG created, more than 30 years ago, the performance boating Poker Run boom and the magazine that drives the sport – Poker Runs America – as well as more than 300 events throughout North America.

AT THE HELM

Driving the new Center Console Life magazine are such well-known personalities as **Barry Gibson**, with over 27 years at *Saltwater Sportsman Magazine*, including 22 years as Editor - Barry is a prominent proponent of responsible fish management and he has served on numerous advisory boards throughout the industry.

Bill Taylor, who has created over 34 outdoor recreation magazines, plus outdoor shows, and events, introducing millions of readers to the boating lifestyle since he formed Taylor Publishing Group in 1969. Bill has raised millions of dollars for charitable causes through his North American boating events, and he brings decades of experience and energy to this exciting new project.

Gregg Mansfield, spent over 10 years as the editor of the famous Powerboat magazine several years ago, and he has joined Center Console Life to spearhead the content of both Poker Runs America and CCL publications.



PRO FISHING

PLUS: DIGITAL EDITIONS

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PUBLISHING

CenterConsole LIFE

FROM COAST TO COAST ACROSS THE NATION

Center Console Life published four times annually on a high gloss European jumbo format size: 9 x 11 inches. Guaranteed mailing to center console owners from coast to coast. As well as newsstand and major boat show distribution, center console high traffic dealer outlets, outboard specialty repair shops, major fishing tournaments, poker run events, major marina outlets, both high and dry storage outlets and major bait fishing supply outlets.

PUBLISHED 4 TIMES ANNUALLY

ISSUE	Closing date	Material deadline
FEBRUARY	January 15	February 1
JUNE	May 4	May 11
AUGUST	July 7	July 13
NOVEMBER	October 10	October 15

PLEASE NOTE: Use dates provided are a guideline and may change.



LUXURY AND PERFORMANCE



FAMILY FISHING



LOTS OF POWER

www.centerconsolelifemag.com

50,000 PLUS DISTRIBUTION

CenterConsole LIFE

- Major Center Console Dealerships
- Major Boat Shows
- Fishing Tournaments
- Outboard Repair Outlets
- Accessory and Tackle Shops
- Wet and Dry Marina Outlets
- **PLUS 60,000** Center Console Boat Registered Tag Holders
Mailed on a Rotational Basis

BOAT SHOWS

- where BUYERS are READY TO PURCHASE!

January through November in the following areas:

- | | | |
|---------------------|------------------|-----------------------|
| • New York, NY | • Miami, FL | • Annapolis, MD |
| • Houston, TX | • Palm Beach, FL | • Fort Lauderdale, FL |
| • Atlanta, GA | • Fort Myers, FL | • St. Petersburg, FL |
| • Los Angeles, CA | • Boston, MA | • Tampa, FL |
| • Atlantic City, NY | • Norwalk, CT | |

GEOGRAPHICAL BREAKDOWN

Starting with FLORIDA, GEORGIA and SOUTH CAROLINA with 65% of distribution followed by NEW JERSEY and NEW YORK!

GULF COAST

Alabama, Mississippi, Louisiana and Texas

MID ATLANTIC

Virginia, Maryland, Delaware and North Carolina

NEW ENGLAND

Maine, New Hampshire, Massachusetts, Rhode Island and Connecticut

BORDERING THE GREAT LAKES

Indiana, Illinois, Michigan and Ohio



www.centerconsolelifemag.com

NATIONAL PRINT AD RATES

ADVERTISING MAGAZINE RATES

SIZE	1-2 X	3-4 X	5-6 X
Full page	\$5,900	\$5,310	\$4,720
2/3 page	4,425	3,980	3,540
1/2 page island	3,895	3,500	3,115
1/2 page	3,540	3,185	2,835
1/3 page	2,655	2,390	2,125
1/4 page	1,945	1,750	1,560
1/6 page	1,475	1,325	1,180
Inside Front/Back Cover	7,500	6,800	6,100
Outside Back Cover	8,500	7,700	6,900

MULTIMEDIA RATES

LOCATION	PLATFORM	SIZE	MONTHLY
Leaderboard			\$695
Header	Desktop	728 x 90 px	
	Mobile	330 x 90 px	
Leaderboard			\$395
Footer	Desktop	728 x 90 px	
	Mobile	330 x 90 px	
Large Rectangles			\$395
Body(Left/Top)	Both	336 x 280 px	
Feature CONTENT *			\$595

* Featured Post includes a supplied 1000-1500 word article on our website, with 8-12 high-res photographs, and multiple targeted social media interactions with our followers.



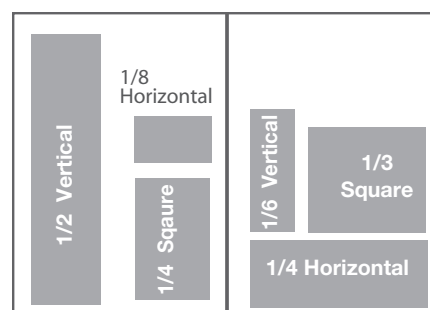
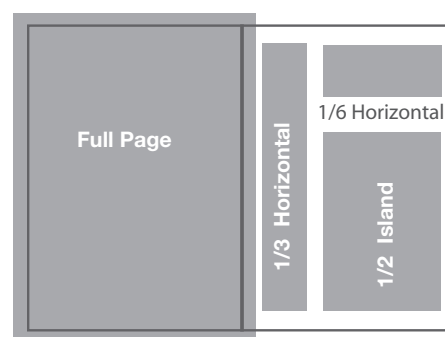
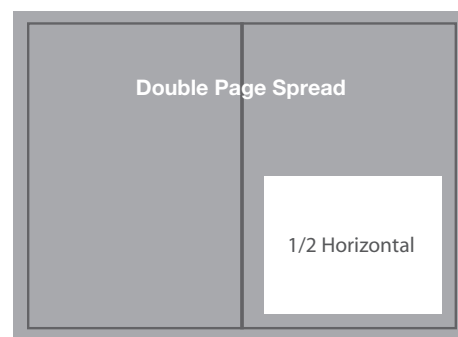
CenterConsole

LIFE

SPECIFICATIONS

AD SIZE	TRIM	BLEED
DPS	18" x 10 7/8"	18 1/4" x 11 1/8"
Full Page	9" x 10 7/8"	9 1/4" x 11 1/8"

AD SIZE	DIMENSIONS
2/3 Page	5" x 9 1/2"
1/2 Vertical	3 11/16" x 9 1/2"
1/2 Horizontal	7 11/16" x 4 11/16"
1/2 Island	5" x 7 1/2"
1/3 Horizontal	7" x 3"
1/3 Square	5" x 4 11/16"
1/3 Vertical	2 3/8" x 9 1/2"
1/4 Horizontal	7 11/16" x 2 3/8"
1/4 Square	3 11/16" x 4 11/16"
1/6 Vertical	2 3/8" x 4 11/16"
1/6 Horizontal	5" x 2 1/4"
1/8 Horizontal	3 3/8" x 2 1/8"



NATIONAL WEBSITE AD RATES

CenterConsole LIFE

RATES

ADVERTISING RATES

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Leaderboard			\$695
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STANDARD SPECS:

- Creative accepted in most Websites: JPG / GIF / PNG
- Movie files are NOT accepted. No MP4, AVI, MOV.
- Max file size 512KB
- File must created/saved in RGB color mode. (Most digital graphics and photos are already in RGB mode; check this by viewing the file properties.)
- File must be a minimum 72 dpi.
- Animation must be no longer than 25 seconds (this includes multiple loops). Animation should stop on the last frame OR a stop action will be applied.
- No continuous loops.
- Font size should be a minimum of 10 pts for legibility purposes depending on the font family.



Leaderboard - Header

Large Rectangle

Leaderboard - Footer

CCL READERS ARE ENGAGED ON SOCIAL MEDIA

Ask for Print and Multimedia package rates

www.centerconsolelifemag.com

www.facebook.com/Centerconsolelifemag/



www.instagram.com/ccllifemag/



www.youtube.com/user/Center Console Life Magazine



PRINT REQUIREMENTS

MECHANICAL REQUIREMENTS

DIGITAL MATERIAL ONLY

- Color advertisements are to be supplied as high res, print-ready PDFs with fonts embedded. (we also accept TIFF or JPEG files with a resolution of 300 dpi)
- Color must be specified as process CMYK and color proof is recommended.
- **Transport media:** CD, DVD, emailed (under 10 MB) , WeTransfer or Dropbox
- Email: gbansal@taylorpublishinggroup.com material
- Supplied images minimum 300 dpi, JPEG
- Full production facilities available at standard rates, for more information please ask your sales rep.

MAILING INSTRUCTIONS

Advertising sales, insertion orders, and artwork should be sent directly to:

CENTER CONSOLE LIFE

777 East Park Drive, Tonawanda, NY 14150
Tel: (905) 844-8218 Toll free: 1-800-354-9145

Email: gbansal@taylorpublishinggroup.com material

CenterConsole

LIFE

DISCOUNTS, COMMISSIONS

CASH DISCOUNTS

1. Cash discounts - 2% of net;
2. Cash discount date - 10 days following date of invoice
3. Terms - net 30 days, 1 1/2% service charge per month

COMMISSIONS

Agency commission: 15% to recognized agencies.
Commission is not allowed on other charges such as extra mechanical charges, reprints, classified advertising, etc.

CONTRACT & COPY REGULATIONS

1. All contracts received after the announcement of new rates will be honoured at existing rates until the effective date of new rates, at which time the new rates apply.
2. The publisher holds the right to repeat the previous issue's advertisement of any contract advertiser if material is not received by the stated closing date.
3. All advertising material is subject to approval of the publisher. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising there from against the publisher.

GENERAL

1. Publisher will not be responsible for fidelity of color reproduction unless progressively pulled proofs are supplied.
2. Accounts are payable at office of publication in US funds, or equivalent funds at the rate of exchange prevailing at time of payment



CONTACT INFORMATION



CO-PUBLISHERS

Bill Taylor

btaylor@taylorpublishinggroup.com

Toll free: 1-800-354-9145 ext 222

Tel: 289-259-8047

Barry Gibson

barrygibson6@aol.com

Tel: 207-633-5929

V.P. MARKETING

Todd Taylor

ttaylor@taylorpublishinggroup.com

Toll free: 1-800-354-9145 ext 226

Tel: 647-768-8218

EDITOR: PRINT & ONLINE

Gregg Mansfield

gmansfield@taylorpublishinggroup.com

Tel: 805-276-5135

BUSINESS DEVELOPMENT MANAGER

Bill Tweedie

Tel: 941-320-1855

V.P. OPERATIONS

Melanie Taylor

mtaylor@taylorpublishinggroup.com

Toll free: 1-800-354-9145 ext 252

CONTRIBUTING WRITERS

Barry Gibson

Gregg Mansfield

Tom Richardson

Doug Thompson

Chris Kourtakis

Zenon Bilas

Mark Rotharmel

Brad Roberts

Bill Jennings

VIDEO TEAM

Mark Rotharmel

Chris Kourtakis

Bill Hackett

Keegan Kozolanka

V.P. SPECIAL PROJECTS

Norm Rosen

nrosen@taylorpublishinggroup.com

Toll free: 1-800-354-9145 ext 229

NATIONAL ACCOUNT MANAGERS

Todd Taylor

ttaylor@taylorpublishinggroup.com

Toll free: 1-800-354-9145 ext 226

Tel: 647-768-8218

Jimmy Lorimer

jlrimmer@aol.com

Tel: 804-513-2054

Kevin Peterson

k7peterson@msn.com

Tel: 561-716-9440

PRODUCTION DEPARTMENT

Giselle Bansal - gbansal@taylorpublishinggroup.com

Toll free: 1-800-354-9145 ext 228

Tamara Taylor - tmtaylor@taylorpublishinggroup.com

Toll free: 1-800-354-9145 ext 256

Paul Wright - pwright@taylorpublishinggroup.com

PHOTOGRAPHY / VIDEOGRAPHY

OFFICE LOCATIONS

FLORIDA

CENTER CONSOLE LIFE

PO Box 530584,

Debary, FL 32753

Tel: (407) 402-0300

Toll free: 1-800-354-9145

NEW YORK

CENTER CONSOLE LIFE

777 East Park Drive,

Tonawanda, NY 14150

Tel: (905) 844-8218

Toll free: 1-800-354-9145

Fax: (905) 844-5032

ADVERTISING AND EDITORIAL SUBMISSION

email to

gbansal@taylorpublishinggroup.com

www.centerconsolelifemag.com