



THE REEF & MARINE AQUARIUM MAGAZINE

©

# REEF

ADVERTISING  
**RATES & DATA**  
**2017**

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Build your brand  
with the world's  
premier reef & marine  
aquarium magazine

# Your ad in **CORAL** reaches an exceptional audience of involved marine enthusiasts.

The most popular and longest-running reef and marine aquarium magazine, *CORAL* provides wide-ranging, expert editorial coverage of reef fishes and invertebrates, aquarium system design and technology, explorations of wild reefs, profiles, interviews, and world-class color photography.

Lively, insightful, and on the cutting edge, *CORAL* is the definitive read for a growing number of North Americans who are passionate about their home aquariums and keeping up with the latest information, products, and services.



## ABOUT **CORAL** MAGAZINE READERS

- **Median age: 47.8 | 84% Married or partnered**
- **Average household income: \$85,940**
- **87% have college educations**
- **Median aquarium system volume: 160 gallons**
- **98% keeping “reef”-type marine systems**
- **37% also interested in “nano” marine aquariums**

## CORAL 2016 | VERTICAL RESPONSE SUBSCRIBER STUDY

### GENDER

|               |            |
|---------------|------------|
| <b>Male</b>   | <b>89%</b> |
| <b>Female</b> | <b>11%</b> |

### EDUCATION

|                              |            |
|------------------------------|------------|
| <b>Post-graduate degree</b>  | <b>14%</b> |
| <b>Professional degree</b>   | <b>12%</b> |
| <b>Post-graduate studies</b> | <b>6%</b>  |
| <b>College graduate</b>      | <b>30%</b> |
| <b>Attended college</b>      | <b>27%</b> |
| <b>High school graduate</b>  | <b>11%</b> |

### AGE

|              |            |
|--------------|------------|
| <b>45–59</b> | <b>38%</b> |
| <b>35–44</b> | <b>26%</b> |
| <b>20–34</b> | <b>17%</b> |
| <b>60+</b>   | <b>17%</b> |

### HOME

|             |            |
|-------------|------------|
| <b>Own</b>  | <b>84%</b> |
| <b>Rent</b> | <b>16%</b> |

### HOUSEHOLD INCOME

|                            |              |
|----------------------------|--------------|
| <b>\$150,000+</b>          | <b>25.4%</b> |
| <b>\$100,000–\$149,999</b> | <b>26.0%</b> |
| <b>\$75,000–\$99,999</b>   | <b>17.6%</b> |
| <b>\$50,000–74,999</b>     | <b>15.7%</b> |
| <b>\$25,000–49,999</b>     | <b>11.8%</b> |
| <b>Under \$25,000</b>      | <b>3.5%</b>  |

### AQUARIUMS MAINTAINED

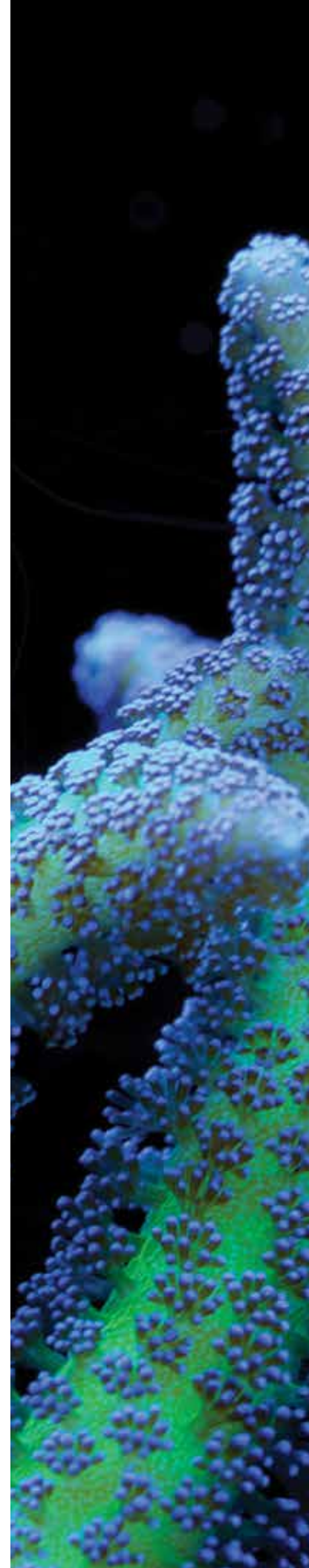
|                            |            |
|----------------------------|------------|
| <b>200 gallons or more</b> | <b>44%</b> |
| <b>100 gallons or more</b> | <b>73%</b> |
| <b>Average # aquariums</b> | <b>2.1</b> |

### AQUARIUM EXPERIENCE

|                         |            |
|-------------------------|------------|
| <b>10 years or more</b> | <b>62%</b> |
| <b>5–9 years</b>        | <b>18%</b> |
| <b>1–4 years</b>        | <b>17%</b> |
| <b>Beginner</b>         | <b>3%</b>  |

### MENTOR OR ADVISE OTHERS

|                               |            |
|-------------------------------|------------|
| <b>In person &amp; online</b> | <b>77%</b> |
|-------------------------------|------------|



# Advertising **RATES**

THE WORLD'S LEADING PAID-CIRCULATION MARINE-ONLY AQUARIUM MAGAZINE  
PUBLISHED BIMONTHLY | SIMULTANEOUS PRINT & DIGITAL EDITIONS

| 4-COLOR                       | 1-2 ISSUES     | 3-5 ISSUES     | 6 ISSUES       |
|-------------------------------|----------------|----------------|----------------|
| <b>Spread</b>                 | <b>\$3,600</b> | <b>\$3,240</b> | <b>\$3,060</b> |
| <b>Full Page</b>              | <b>\$2,000</b> | <b>\$1,800</b> | <b>\$1,700</b> |
| <b>1/2 Page</b>               | <b>\$1,500</b> | <b>\$1,350</b> | <b>\$1,275</b> |
| <b>1/3 Page</b>               | <b>\$935</b>   | <b>\$840</b>   | <b>\$795</b>   |
| <b>1/4 Page</b>               | <b>\$600</b>   | <b>\$540</b>   | <b>\$510</b>   |
| <b>1/6 Page</b>               | <b>\$400</b>   | <b>\$360</b>   | <b>\$340</b>   |
| <b>1/12 Page</b>              | <b>\$250</b>   | <b>\$225</b>   | <b>\$200</b>   |
| <b>COVERS</b>                 | <b>1X</b>      | <b>3X</b>      | <b>6X</b>      |
| <b>Cover 2 (Inside Front)</b> | <b>\$2,600</b> | <b>\$2,340</b> | <b>\$2,210</b> |
| <b>Cover 3 (Inside Back)</b>  | <b>\$2,500</b> | <b>\$2,250</b> | <b>\$2,125</b> |
| <b>Cover 4 (Back)</b>         | <b>\$2,750</b> | <b>\$2,475</b> | <b>\$2,338</b> |

## BLEED:

No charge.

## INSERTS:

Limited availability. Please inquire.

## COMMISSION AND PAYMENT TERMS:

Agency Commission: 15% to recognized advertising agencies

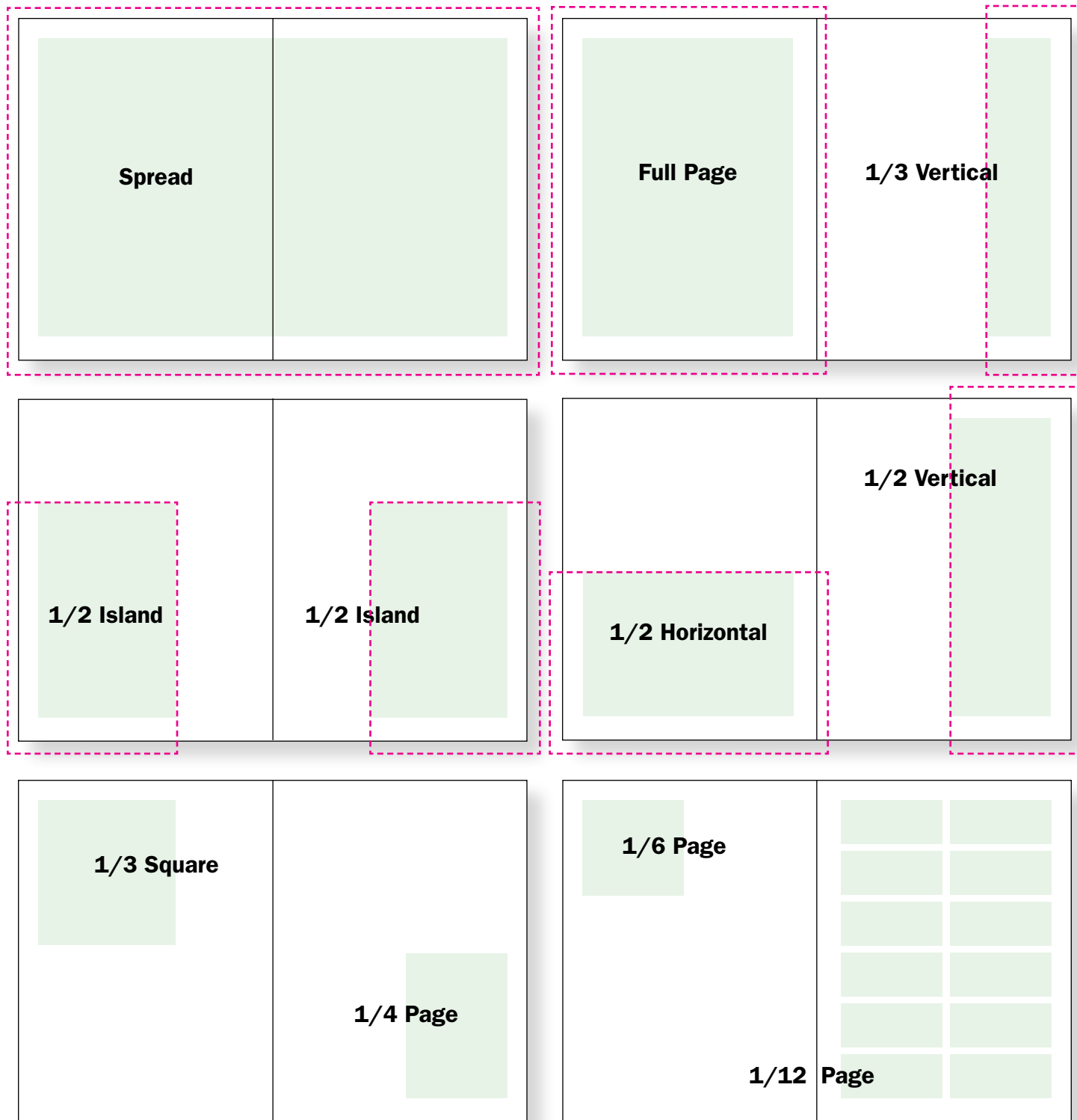
Payment Due: Net 30 days. 1.5% monthly charged on overdue accounts

## CONTRACT AND COPY REGULATIONS:

Please refer to PUBLISHER'S TERMS AND CONDITIONS (page 8).

## Illustrating Bleed Ad Dimensions (see Full Page ad template on last page):

The dashed pink lines below indicate the bleed area and show the relationship between the bleed dimensions and the trim size (black lines), as well as the page area (tan tint). For a bleed ad, images or backgrounds should extend (or “bleed”) .25 inch past the trim to avoid having a white edge. Copy should be at least .25 inch inside the trim line—anything near the trim line is at risk of being cut off. Note that 1/3 Page Vertical, 1/2 Page Island, and 1/2 Page Vertical bleed ads have a right or left orientation and should be designed accordingly (and placement reserved/specified). Trim size and ad measurements are given on the page at right.



Page margins: **TOP** and **OUTSIDE** = 5/8"; **INSIDE** and **BOTTOM** = 3/4" • **BLEED** = +1/4"

(For bleed ads: Note that type and areas of an image that fall within 1/4" of the **trim edge** are in the risk zone and could be cut off)

# Mechanical SPECIFICATIONS

## BASIC SPECIFICATIONS:

MAGAZINE TRIM SIZE: 8" x 10.75"

BINDING: Perfect Bound

PRINTING: 4-Color Web Offset

| AD SIZES (WIDTH x DEPTH) | NON-BLEED         | BLEED (includes .25 on outside edges that will get trimmed off) |
|--------------------------|-------------------|---|
| Spread                   | 14.75" x 9.375"   | 16.5" x 11.25"  |
| Full Page                | 6.625" x 9.375"   | 8.5" x 11.25"   |
| 1/2 Page Horizontal      | 6.625" x 4.5"     | 8.5" x 5.5"   |
| 1/2 Page Vertical        | 3.1875" x 9.375"  | 4.0625" x 11.25"  |
| 1/2 Page Island          | 4.3125" x 6.75"   | 5.2085 x 7.75   |
| 1/3 Page Square          | 4.3125" x 4.5625" |   |
| 1/3 Page Vertical        | 2.0625" x 9.375"  | 2.9375" x 11.25   |
| 1/4 Page                 | 3.1875" x 4.5625" |   |
| 1/6 Page                 | 3.1875" x 3"      |   |
| 1/12 Page                | 3.1875" x 1.375"  |   |

Reserve space today: Contact us!

Mike Tuccinardi, Ad Sales Director • 781.530.6766  
[michael.tuccinardi@reef2rainforest.com](mailto:michael.tuccinardi@reef2rainforest.com)

—OR—

James Lawrence, Publisher • 802.985.9977 ext. 7  
[james.lawrence@reef2rainforest.com](mailto:james.lawrence@reef2rainforest.com)

# Material SPECIFICATIONS

## FILE FORMATS:

PDF/X-1a files are preferred.

Press-quality color proofs at 100% required for press match.

Do NOT send low-resolution PDFs or Illustrator PDFs. For tips on creating PDF/X-1a files, visit [www.quebecorworldinc.com/uploadedFiles/CS/how2pdf.pdf](http://www.quebecorworldinc.com/uploadedFiles/CS/how2pdf.pdf)

Other acceptable file formats include Photoshop Tiffs, and Illustrator EPS files (no Tiff-It, JPeg, or GIF files, please). Send all support files that are incorporated into your ad (e.g. fonts, logos, images, etc.). All grayscale/color images must be at least 300 DPI; line art at 1200 DPI. When submitting EPS files from Adobe Illustrator, be sure to convert all text to outlines before saving the files. We cannot accept True Type fonts. DO NOT nest EPS files within EPS files! **Please note: All native files will be converted to PDF/X-1a files, and the publisher does not guarantee exact replication.**

All colors must be in CMYK format: no RGB, Pantone, or spot colors. SWOP standards apply. Any ads with noncompliant colors will be converted to CMYK, and color accuracy cannot be guaranteed. Files are NOT to be trapped or prescreened. Note: Please make sure all white type is set to knock out.

Thin lines, fine serifs, and medium to small type should be restricted to one color and not reversed. As a guideline, reverse type and line art should not be less than .007" (equivalent to a 1/2 pt. rule) at the thinnest part of a character or rule.

Rich blacks should not exceed 280% and 100% is recommended for the black channel. Using 4-color black type on small type is not recommended.

## SUBMITTING MATERIALS:

### EMAIL:

- Ads (no larger than 10 megabytes) can be emailed to: [michael.tuccinardi@reef2rainforest.com](mailto:michael.tuccinardi@reef2rainforest.com) and [james.lawrence@reef2rainforest.com](mailto:james.lawrence@reef2rainforest.com)
- Any ad sent via email should be accompanied by a PDF for proofing purposes only. (Only PDF/X-1A files are acceptable for production.)

### SENDING LARGE FILES:

- Go to [www.WeTransfer.com](http://www.WeTransfer.com)
- Click "Add Files"
- Select The file you wish to send from your hard drive
- Enter "Friend's email": [michael.tuccinardi@reef2rainforest.com](mailto:michael.tuccinardi@reef2rainforest.com) and [james.lawrence@reef2rainforest.com](mailto:james.lawrence@reef2rainforest.com)
- Enter "Your email"
- Add a "Message" if you wish
- Click "Transfer"



# 2017 Issue and Closing Dates

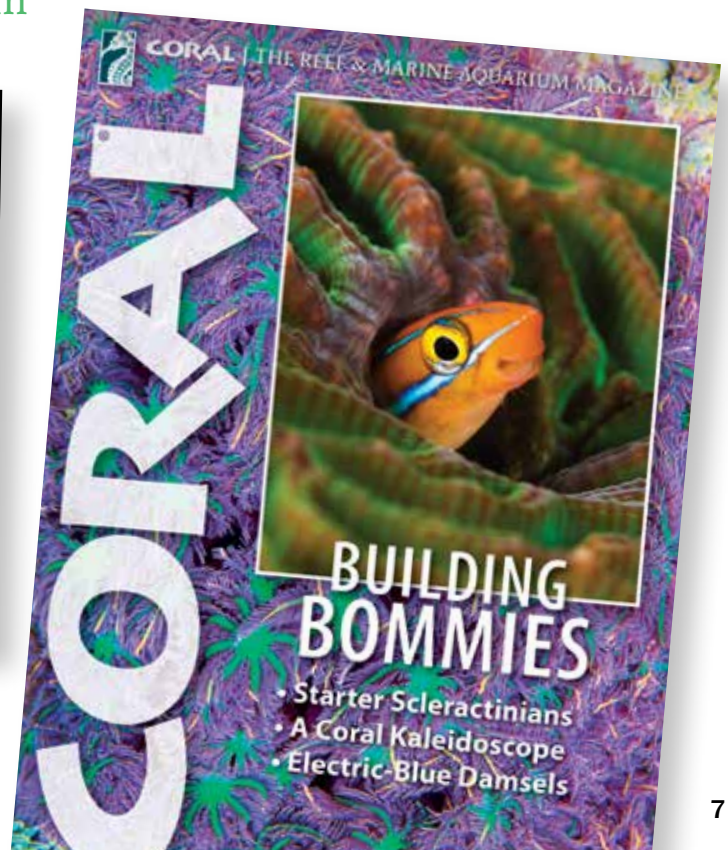
| ISSUE DATE    | AD CLOSE      | MATERIALS DUE  | ON SALE DATE  |
|---------------|---------------|----------------|---------------|
| Jan/Feb 2017  | Dec 1, 2016   | Dec 8, 2016    | Jan 3, 2017   |
| Mar/Apr 2017  | Feb 2, 2017   | Feb 9, 2017    | Mar 7, 2017   |
| May/June 2017 | April 6, 2017 | April 13, 2017 | May 9, 2017   |
| Jul/Aug 2017  | June 8, 2017  | June 15, 2017  | July 11, 2017 |
| Sep/Oct 2017  | Aug 3, 2017   | Aug 10, 2017   | Sep 5, 2017   |
| Nov/Dec 2017  | Oct 5, 2017   | Oct 12, 2017   | Nov 7, 2017   |

Reserve space today: Contact us!

Mike Tuccinardi, Ad Sales Director • 781.530.6766  
[michael.tuccinardi@reef2rainforest.com](mailto:michael.tuccinardi@reef2rainforest.com)

—or—

James Lawrence, Publisher • 802.985.9977 ext. 7  
[james.lawrence@reef2rainforest.com](mailto:james.lawrence@reef2rainforest.com)



# TERMS and Conditions

## ADVERTISING CONDITIONS:

By submitting advertising materials to the Publisher, the Advertiser agrees to the following conditions:

- A.** All contents of advertisements are subject to the Publisher's approval. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause. The Publisher reserves the right to insert the word "advertisement" above or below any copy.
- B.** Advertisers may not cancel orders for, or make changes to, advertising after the closing dates, unless approved by the Publisher.
- C.** The Publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders, or copy instruction, that conflict with set policies.
- D.** Advertisements received after the closing date will not have the privilege of approval or revision by the advertiser or its agency, unless arranged with the Publisher.
- E.** All advertising is published with the understanding that the Advertiser and its agency assume full and complete responsibility and liability for advertising submitted, printed, or published.
- F.** The liability of the Publisher for any error for which the Publisher may be held legally responsible will not exceed the cost of the space. The Publisher specifically assumes no liability for errors in the key numbers or in type set by the publisher. All advertising insertion orders are accepted subject to the condition that the Publisher should have no liability for failure to execute accepted advertising orders because of acts of God, governmental restrictions, fires, strikes, accidents, or other occurrences beyond the Publisher's control (whether like or unlike any of those enumerated herein) that prevent the Publisher from partially or completely producing, publishing, or distributing *CORAL Magazine* or *CORAL Magazine Online*.

## PAYMENT TERMS:

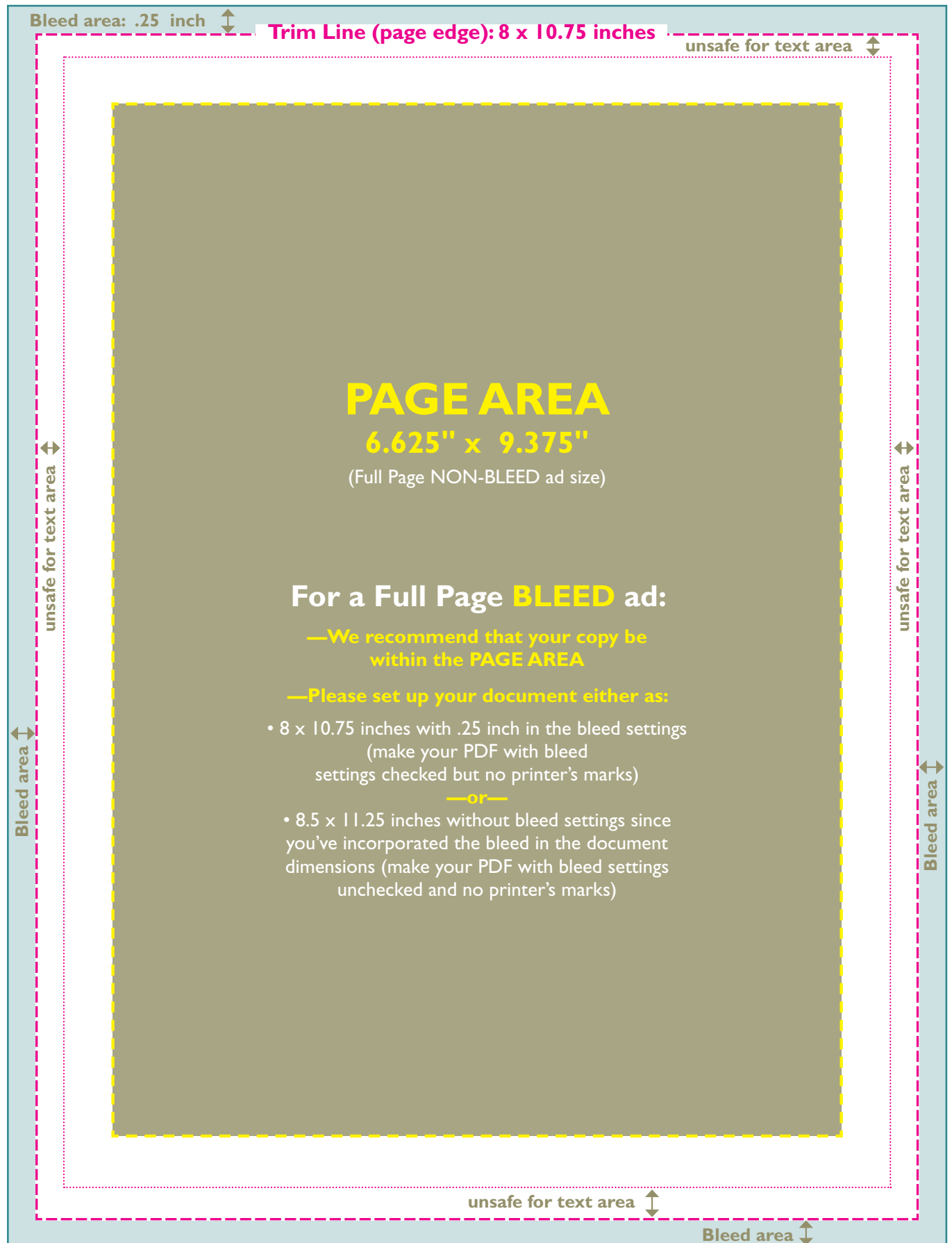
- 1. New Advertisers** will prepay their first ad placement, unless other arrangements are made with the Publisher.
- 2. Invoices** are mailed upon publication, with payment due net 30 days. The Publisher will supply the Advertiser with at least one bound copy of the issue containing the advertisement and one tear sheet of the Advertiser's ad in the issue.
- 3. Payment by check** should be made out to:  
Reef to Rainforest Media, LLC  
140 Webster Road  
PO Box 490  
Shelburne, VT 05482
- 4. Payment can also be made via PayPal to:**  
Orders@reef2rainforest.com
- 5. Payment by credit card** may be arranged by calling the business office at (802) 985-9977 x 3.
- 6. Any questions** regarding invoicing should be directed to Judy Billard, Business Manager, at Judy.Billard@reef2rainforest.com, or call (802) 985-9977 x 3.





## Full Page ad template (not to scale):

A PDF of this template at actual size is available on request.



# Readership REACH

Why your ad in **CORAL** is so effective—the power of *print and digital combined.*

Every time your print ad appears in **CORAL** Magazine, your message is also being delivered in all of our Digital Editions (desktops, laptops, tablets, smartphones) with links directly to your website.

The result? A unique, extremely cost-effective boost for your marketing message in the publication that sets the standard for quality in the aquarium trade.

TOTAL READERS PER ISSUE: **37,281**

PRINT READERS PER ISSUE: **26,112**

## BONUS 1: Digital Magazine

All advertising in the flagship print edition also appears in **CORAL, the Digital Edition**, with all sponsor website URLs and email addresses automatically appearing as hot links that are clickable by readers.

DIGITAL EDITION:

IMPRESSIONS/PAGE VIEWS: **255,665**

**42,611 [average per issue]**

AVERAGE MINUTES PER VISIT: **4.6**

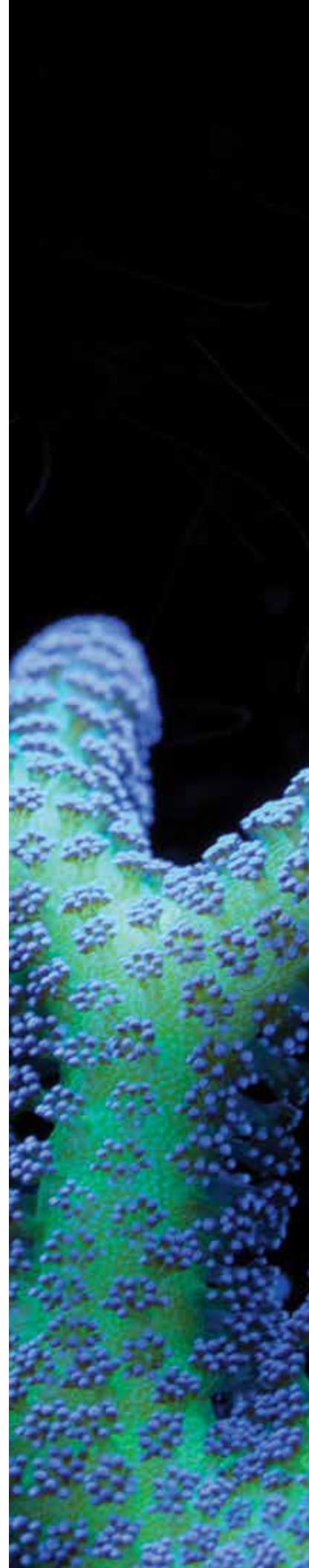
## BONUS 2: Magazine Mobile Apps

All advertising in the flagship print edition also appears in **CORAL Magazine iOS, Kindle, and Android apps**. All sponsor website URLs and email addresses automatically appear as hot links that are clickable by readers.

## Geographic Breakdown

DISTRIBUTION BY COUNTRY OR REGION:

|                      |                       |
|----------------------|-----------------------|
| <b>North America</b> | <b>90% (U.S. 85%)</b> |
| <b>Europe</b>        | <b>5.3%</b>           |
| <b>Australia</b>     | <b>2%</b>             |
| <b>All other</b>     | <b>2.7%</b>           |





# Reader REVIEWS

## “A Keeper”

CORAL Magazine achieves a standard of information and print quality that is second to none. This is a magazine that is to be saved and absorbed over time, not merely glanced at and tossed.

—JULIAN SPRUNG | MIAMI GARDENS, FLORIDA

## “Simply Awesome”

CORAL is simply awesome, with outstanding photographs and up-to-the-minute information. Truly a 10 out of 10.

—RAMON VASQUEZ | MANATI, PUERTO RICO

## “Incredible”

CORAL Magazine skips the basics and ignores the temptation to cater to a more casual crowd with every-other-issue features on tank cycling and the dangers of overfeeding.

Instead, it features less general topics with a slightly more esoteric approach while remaining accessible to average marine hobbyists. Having spent innumerable hours scouring the Web and nearly every forum available on marine aquaculture, I can confidently say one can find novel information and ideas in CORAL Magazine that are rarely, if ever, discussed anywhere else.

This magazine provides incredible photographs, well-written articles, and insightful commentary. Any hobbyist who has spent more than a few hours reading through books or online forums on this subject should greatly appreciate CORAL Magazine.

—BRIAN O'SHAUGHNESSY | AMAZON REVIEWS

## “CORAL Rules!”

Great articles, great magazine. CORAL rules the table in our staff room!

—CAIRNS MARINE (COLLECTION. EDUCATION. RESEARCH) | AUSTRALIA

## “Ultimate Positioning”

“CORAL is just the Best Marine Magazine on the Planet.”

—JOHN ABERNATHY, LLOYD HARBOR, NEW YORK