



ESM
EASTERN SURF MAGAZINE
2012 MEDIA KIT
www.EasternSurf.com

For 20 years since 1991, and over the span of 155 editions, **Eastern Surf Magazine** has proven time and again to our readership — and you the advertiser — that the **ESM** brand stands for the highest quality, in-depth journalism, both in the written and photographic realms. From the time Volume #1, Issue #1 hit surf shops, **ESM** has been THE most trusted and widely read publication for East Coast coverage over any other tabloid or four-color glossy on the market. And it is that absolute trust placed in us by our fiercely loyal readership that will help, above all, to sell your product to new levels of success in the world's largest discretionary income spending demographic for surfing-related products — period. From underground heroes to up-and-coming groms to World Tour champions, you'll find them all in **ESM** and on our sister website, www.EasternSurf.com. We represent the entire East Coast with the most accurate and thorough coverage, making our two grassroots media outlets totally unique in the extremely crowded field of surf publications and websites, and the best choice for your advertising campaign. **Eastern Surf Magazine** empowers you, the advertiser, with a proven, cost-effective method for marketing your product to both consumers and retailers on the East Coast, providing the inside track to one of the largest buying markets in the U.S. surf industry. Also, our website is updated daily and has become the go-to place for All East Coast, All The Time coverage. Our specialized distribution strategy combined with large page format and unparalleled reader allegiance assures that when you advertise in **ESM** or on www.EasternSurf.com, you will achieve credibility and visibility in this important market. Whether you are a large, internationally established corporation or a small, grassroots start-up, **Eastern Surf Magazine** and www.EasternSurf.com are the premier vehicles for your company to increase revenues and gain customers on the East Coast.

- 25,000 copies distributed from Miami to Maine, Puerto Rico, Texas, Nova Scotia & the Great Lakes
- Distributed through over 350 surf shops and 50 colleges and universities
- Each dealer receives up to 200 magazines per issue
- Each copy has a pass-along rate of 7.8 readers — reaching over 190,000 surfers per issue
- EasternSurf.com reaches millions world wide

EDITORIAL OFFICE

(321) 676-3687
ed@easternsurf.com

ADVERTISING

Laurin Walker (949) 275-5115
laurin@easternsurf.com



For companies wanting exclusive, stand-out advertising, *ESM* offers special reader giveaways and promotions in addition to seasonal product guides. To secure one of these opportunities, contact Laurin Walker at (949) 275-5115 or laurin@easternsurf.com for more information.

ESM GIRL SPONSORSHIP:

You can sponsor *Eastern Surf's* most popular feature. This includes your company's logo and website on the *ESM* Girl page.

ADVERTORIAL GUIDES:

Eastern Surf's Board Forums, Buyer's Guides, and Wetsuit Guides are exceptional first-time and one-time advertising opportunities for small businesses, offering access to one of the industry's largest buying markets at highly affordable rates. Guides are not included in frequency discounts and are prepaid only.

BOARD FORUMS:

ESM Board Forums are open to all board manufacturers. Board manufacturers placing full-page ads in that issue receive a FREE Board Forum. Individual placements are only \$200 per board, with discounts available for multiple placements. All production is included. Board shoots are also available. Call or e-mail for info.

ISSUE #159 MARCH 2012: SPRING BOARD FORUM

Materials and Money Due: February 8th
Street Date: March 14th

ISSUE #163 SEPTEMBER 2012: FALL BOARD FORUM

Materials and Money Due: July 25th
Street Date: August 29th

BUYER'S GUIDES:

ESM Buyer's Guides are open to all accessory and clothing companies. Accessory and clothing companies placing full-page ads receive a FREE Buyer's Guide placement. Guide-only advertisers pay \$200 per insertion. Photo and all production included.



Photo: Nate Adams

ISSUE #160 MAY 2012: SUMMER BUYER'S GUIDE

Materials and Money Due: March 21st
Street Date: April 25th

ISSUE #164 OCTOBER 2012: ANNUAL WETSUIT GUIDE

Materials and Money Due: September 5th
Street Date: October 10th

ISSUE #165 NOVEMBER 2012: HOLIDAY BUYER'S GUIDE

Materials and Money Due: October 17th
Street Date: November 21st

EASTERNSURF.COM

Our daily updated website has become a one-stop shop for all the best breaking Right Coast news, contest coverage, photo features, music, videos, *ESM* Girl galleries, and heaps of other exclusive content completely different from the big sister print publication.

EasternSurf.com

is the perfect vehicle to showcase your company and products, reaching viewers not only through

targeted departments but also within the e-pages of each print issue, which is posted online in its entirety for audiences all over the world to see. Reach surfers from across the globe through *EasternSurf.com* by calling or e-mailing Director of Sales Laurin Walker at (949) 275-5115 or laurin@easternsurf.com for availability and pricing.



SPECIAL ADVERTISING OPPORTUNITIES

ISSUE #159 MARCH 2012: SPRING BOARD FORUM

The beginning of spring's sales season coincides with the arrival of fresh product lines in East Coast surf shops. March's editorial focus is our annual Surfboard Issue, where we examine the benefits and drawbacks of epoxy and poly, composite and hand-cut, long and short, thick and thin, sharp and blunt, and everything under the shaping room lights.

Art & Money Due: February 8th Street Date: March 14th

ISSUE #160 MAY 2012: SUMMER BUYER'S GUIDE

East Coast beaches heat up with Spring Break crowds, before Memorial Day weekend kicks off the traditional summer buying season. May's editorial focus is our In Deep exposé, where we embed ESM contributors with the movers and shakers comprising one of our well-deserving Rightside surf communities. Also, look here for extensive coverage of the NSSA East Coast Championships.

Art & Money Due: March 21st Street Date: April 25th

ISSUE #161 JUNE 2012: SUMMER ISSUE #1

With summer in full swing, Fourth of July weekend provides a sales boost for East Coast retailers. June's editorial focus is our annual Photo Issue, where we highlight the choicest images of Rightside surfers charging both at home and abroad, along with the alluring lineups and landscapes that make us proud to call the East Coast home.

Art & Money Due: May 2nd Street Date: June 6th

ISSUE #162 AUGUST 2012: BACK TO SCHOOL

Take advantage of the summer season's peak, when Back To School sales commence. August's editorial focus is our much-anticipated annual Who Da Guy feature, focusing on a diverse lineup of the most talented and hard-working underground surfers on the East Coast. Also, turn here for coverage of national summertime events like the NSSA Nationals and Surfing America U.S.A. Championships.

Art & Money Due: June 13th Street Date: July 18th

2012 PUBLISHING CALENDAR



ISSUE #163 SEPTEMBER 2012: FALL BOARD FORUM & SURF EXPO WITH EXTRA DISTRIBUTION

Autumn swells compel Right Coast surfers to pony up and purchase new surfboards for our busiest swell season. Also, September's editorial focus stamps your passport with our ESM World Travel features, comprising the most far-flung global expeditions our Right Coast stars have taken in the past year.

Art & Money Due: July 25th

Street Date: August 29th

ISSUE #164 OCTOBER 2012: ANNUAL WETSUIT GUIDE

Dropping water temps give Right Coast waveriders the perfect incentive to purchase new wetsuits. October's editorial focus is our ESM Wetsuit Guide, where we dissect new neoprene technologies pushing coldwater boundaries. Also, we give space to one of our treasured Senior Photographers for an eye-pleasing Portfolio, along with providing in-depth coverage of the ESA Eastern Surfing Championships.

Art & Money Due: September 5th

Street Date: October 10th

ISSUE #165 NOVEMBER 2012: HOLIDAY BUYERS GUIDE

Holiday sales blast off on Thanksgiving weekend, which opens the biggest surf-industry shopping season of the year. November's editorial focus is our annual rundown of the highlights and low blows from the 2012 Atlantic Tropical Season, offering up beautiful full-color images from the finest six-month stretch to be an East Coast surfer.

Art & Money Due: October 17th

Street Date: November 21st

ISSUE #166 JANUARY 2013: 11TH ANNUAL ESEMMY YEAR-END AWARDS & SURF EXPO EDITION WITH EXTRA DISTRIBUTION

While much of the East Coast hibernates for Winter, all sales and retail eyes are on the coming Spring. But January's editorial focus takes a look back at 2012, dissecting all the year's biggest moments, star players, and standout swells for our indispensable ESeMMY awards.

Art & Money Due: November 28th

Street Date: January 9th, 2013



2012 AD RATES

Black & White

AD SIZE	1 TIME	4 TIMES	6 TIMES	8 TIMES
Double Page	\$2,667	\$2,432	\$2,361	\$2,276
Full Page	\$1,462	\$1,334	\$1,296	\$1,270
1/2 Page	\$774	\$707	\$686	\$674
1/4 Page	\$417	\$382	\$372	\$362
1/8 Page	\$230	\$212	\$204	\$199

Four Color

AD SIZE	1 TIME	4 TIMES	6 TIMES	8 TIMES
Centerfold	\$3,426	\$3,134	\$3,046	\$2,960
Back Cover	\$2,258	\$2,100	\$2,039	\$1,998
Inside Front	\$2,021	\$1,845	\$1,794	\$1,756
Inside Back	\$1,892	\$1,730	\$1,682	\$1,646
Double Page	\$3,100	\$2,844	\$2,757	\$2,707
Full Page	\$1,752	\$1,602	\$1,557	\$1,527
1/2 Page	\$947	\$871	\$848	\$831
1/4 Page	\$551	\$507	\$495	\$485
1/8 Page	\$280	\$262	\$254	\$249

Timely Pay

Earn a 5% discount off of each ad by sending in your payment by each due date. All major credit cards are accepted.

Laurin Walker (949) 275-5115 • laurin@easternsurf.com



Balaram Stack, New York. Photo: Mike Nelson

AD DESIGN SPECIFICATIONS

SUBMIT ADS AND GRAPHICS AT 200 DPI

Please send a high quality (press ready) PDF with your fonts embedded.

PLEASE PROVIDE A PROOF OF YOUR AD

To ensure what was submitted matches what we have on file, please submit some type of proof. It can be a hard copy or submitted via e-mail as a jpeg.

ACCEPTABLE FILES:

- PDF • AI • TIF • PSD (Layered)

TEMPLATES:

Visit our advertising section at www.EasternSurf.com for access to templates that have been created for every ad size. Templates are available for Adobe Photoshop, Adobe Illustrator, and Adobe InDesign.

FTP INFORMATION:

Please contact your sales rep to set up an FTP account. To utilize our FTP services, you will need standalone FTP software. Popular applications include Fetch for the Macintosh platform and WS_FTP for the Windows platform.

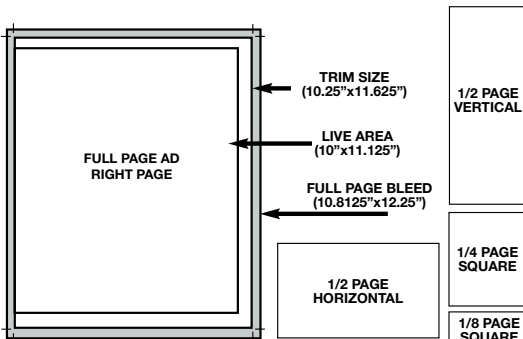
E-MAILING YOUR AD

If your ad is 10MB or less, you can e-mail it directly to laurin@easternsurf.com. If it exceeds 10MB, you can send via YouSendIt or WeTransfer.

SEND ALL AD MATERIALS AND OVERNIGHT DELIVERIES TO:
Eastern Surf Magazine
321 Ocean Avenue, Suite 7
Melbourne Beach, FL 32951

Production

ESM offers professional ad production to all advertisers, working directly with our Art Directors to create the most effective approach for your target market. Nobody knows the East Coast like *ESM*. For a fraction of what an agency charges (e.g. the basic cost for our black and white quarter page production is \$50.00), *ESM* can help you create ads with superior impact to increase your company's visibility and improve your sales.



2012 AD SIZES

AD SIZE WIDTH HEIGHT

DOUBLE PAGE

Full with Bleed	21.625"	12.25"
Live Area	20.5"	11.125"
Trim Area	21"	11.625"

FULL PAGE

Full with Bleed	10.8125"	12.25"
Live Area	10"	11.125"
Trim Area	10.25"	11.625"

1/2 PAGE VERTICAL

Document Size	4.75"	11.25"
---------------	-------	--------

1/2 PAGE HORIZONTAL

Document Size	9.75"	5.5"
---------------	-------	------

1/4 PAGE SQUARE

Document Size	4.75"	5.5"
---------------	-------	------

1/8 PAGE SQUARE

Document Size	4.75"	2.625"
---------------	-------	--------

ESM PHOTOS ARE AVAILABLE FOR ALL ADS

SIZE	B&W	COLOR
1/8 Page	\$50	\$75
1/4 Page	\$75	\$125
1/2 Page	\$125	\$225
Full Page	\$200	\$325
Double Page	\$400	\$575

*(For watershots add 25%)



ESM
EASTERN SURF MAGAZINE
ALL EAST COAST. ALL THE TIME.

PHYSICAL OFFICE ADDRESS

321 Ocean Avenue, Suite 7
Melbourne Beach, FL 32951

MAILING ADDRESS

P.O. Box 33575
Indialantic, FL 32903

EDITORIAL OFFICE

(321) 676-3687
ed@easternsurf.com

ADVERTISING

Laurin Walker (949) 275-5115
laurin@easternsurf.com

Kelly Slater, Puerto Rico. Photo: Tom Dugan

www.EasternSurf.com