

GSR

THE GREAT
SOUTHERN
ROUTE

2012-2014 MEDIA KIT

THIRD EDITION



SUPERYACHT CRUISING GUIDE

THE MOST EXCITING SUPERYACHT ROUTE IN THE WORLD

ocean
MEDIA

www.greatsouthernroute.com

GSR 3. Ocean Media is pleased to announce its updated 3rd biannual edition of *GSR* will be released in the second half of 2012. Hailed by the international superyacht industry as the definitive guide to encourage and assist superyacht owners and crew considering a venture to the southern hemisphere, *GSR* is presented in a series of stepping stone destinations en route to Australasia from European or American waters.



CAPTAIN'S LOG AND CRUISING GUIDES
 There are no less than 40 Captain's Log and Cruising Guide special contributions to guide you from destination to destination along *The Great Southern Route*. These include first hand accounts from Superyacht Captains on their experiences cruising some of the most beautiful and exhilarating waters and island groups in the world.



FACT FILES
 The "Engine Room" of the guide, the "Fact File" pages provide a well researched information source and key contacts at 100 regional destinations spanning the route. These are the "stepping stones" on which to base your voyage and to plan a route to most suit you and your yacht.

DEADLINES

	2012
Booking	May 1
Material	May 15
Published	July 1

ADVERTISING RATES

	US\$
FOUR COLOUR	
Double page spread	7850
Full page	4850
Half page	2950

All rates shown are in U.S. dollars. Pricing does not include GST. Advertising in *GSR 3* is to be paid with credit card (Visa/Mastercard/Amex) 50% payable on confirmation of ad booking, and balance paid on publication in May 2012. Alternative arrangements can be made on request.

Overview

GSR is published by Ocean Media, the leading maritime publisher in Australasia whose other titles include *Ocean*, *Offshore Yachting* and *Sails* magazines. *GSR* was first launched in 2007, and since publication has been hand delivered to thousands of superyachts and industry businesses in the Mediterranean, US, Caribbean, UK, New Zealand, Australia, Asia, and Pacific. The second edition updated for 2010-2011 considerably expanded the concept of the first with the inclusion of twice as many "Captains Log" contributions of first-hand cruising advice, plus the addition of 95 "stepping stone" destinations. The 3rd edition, again edited by former superyacht Captain Richard Morris, for 2012-2014 expands to 100 ports and destinations so that undertaking such a voyage is no more than a series of steps – cruising from destination to destination around the world.

Such a global voyage is not only for large yachts with ocean crossing range. There are various yacht carriers serving the Pacific from America and the Indian Ocean from Europe, bringing even the furthest and most exotic cruising destinations well within reach of smaller motor and sailing yachts. *The Great Southern Route* guides have opened the eyes of many yachts to a new world of cruising opportunities in the southern hemisphere.

DISTRIBUTION

GSR 3 will have a global circulation in print of 4,000 copies, and is available free to captains, owners and members of the international superyacht industry, ensuring access to the key decision makers by networking an array of key superyacht industry databases, and participating organisations who distribute *GSR* through their networks.

Over 1,000 copies of the third edition will be mailed directly to superyacht captains worldwide. Additionally over 3,000 copies will be directly distributed to yachts berthed at major superyacht marinas throughout the Mediterranean, Florida and Caribbean, and at the Monaco and Fort Lauderdale Boat Shows.

DIGITAL EDITION AND WEBSITE

Apart from the spiral bound, 350 page hard copy, *GSR* can also be viewed online as a digital "page-turner" edition on PC, laptop or tablet at www.greatsouthernroute.com or www.oceanmedia.com.au. For convenience the guide is also available digitally on a *GSR* memory stick, and a comprehensive new *GSR* website will be launched with the third edition.

Content. The extensive and reliable information available through the pages of *GSR* is thoroughly researched, providing key contacts with superyacht experience in every listed destination, spanning two-thirds of the globe. The firsthand advice, captain to captain, on what to expect when contemplating a cruise to some of the most isolated destinations on Earth plus the inclusion of charts and weather advice is invaluable.



REGIONAL OCEAN CHARTS AND CHARTLETS
 Expansive charts of oceans and regions are provided to provide better insight into "the big picture" of the regions you will cruise. Compiled by blending the comprehensive electronic charts of Jeppesen Marine to form an overlay of entire regions. Electronic cartography allows you to zoom in on the world for specific points of interest in many countries or regions visited.

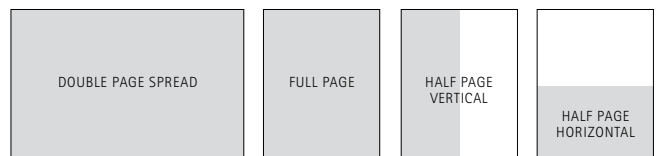


WEATHER ROUTING
 For a mariner it is of vital importance to be knowledgeable about the weather to expect en route. When your scope spans oceans and many seas in between, its time to consult the experts. Weather Routing Inc. have compiled a valuable historical guide to weather patterns along every step of *The Great Southern Route*.

ADVERTISEMENT DIMENSIONS

	TRIM SIZE	TYPE AREA	BLEED
Full Page	220 x 297	180x 277	226 x 303
Double Page Spread	440 x 297	420 x 277	446 x 303
Half Page Vertical	93 x 277		
Half Page Horizontal	195 x 133		

Width and height dimensions are in millimetres.



Specifications

CANCELLATION DEADLINE

Cancellation deadline is 10 working days prior to booking deadline, otherwise booking will stand and be invoiced as confirmed.

DIGITAL ARTWORK

- Adobe Acrobat PDF (MAC or PC files): PDF files may be supplied with crop marks and 3mm bleed. All fonts must be embedded and the PDF must be distilled with CMYK down sampling at least 300 dpi.
- InDesign CS4/Quark Xpress 6 (MAC files only): Supply high resolution scans, at 300 dpi or higher in TIFF, EPS or JPEG format. Files must be supplied with a same size laser proof, print out of the disk directory window, as well as all fonts and extensions.
- Illustrator CS4 (MAC files only): Illustrator files may be supplied with all fonts converted to outlines.

SUPPLYING MATERIAL OPTIONS

1. Send files via email to: creative@oceanmedia.com.au
2. QuickCut
3. Upload to our FTP site: Enquire for access

When supplying artwork, all colours should be indicated as process colour percentages [CMYK]. All PMS spot colours must be converted to CMYK.

All material must reach the publisher before material deadline or a surcharge of up to 50% may be incurred.

PROOFS

Our production schedules do not allow us to show printing proofs to the advertiser. Proofs are viewed and assessed by our production department.

ENQUIRIES

- For editorial enquiries and submissions contact Richard Morris email: richard@greatsouthernroute.com
- For all advertising enquiries contact Hillary Buckman email: hillary@greatsouthernroute.com
- To view the digital edition online visit www.greatsouthernroute.com or www.oceanmedia.com.au

Regions. *The Great Southern Route* guides a global cruising yacht every step of the way from the Mediterranean Sea in the West, transiting the Suez Canal or western coast of Africa around the Cape of Good Hope, crossing the Indian Ocean and Asia to the great southern land of Australia, the natural wonders of New Zealand and finally across the island dotted Pacific Ocean to the west coast of the Americas and the Panama Canal.



MIDDLE EAST

Red Sea
Persian Gulf
Suez Canal
Egypt
Saudi Arabia
Djibouti
Somalia
Yemen
Oman
Dubai
Abu Dhabi
Bahrain
Qatar

Comoros Islands
Réunion Island
South Africa
Mauritius
Seychelles
Maldives
India
Chagos Archipelago
Diego Garcia
Andaman Islands
Sri Lanka
Christmas Island
Cocos Islands

Indonesia
Brunei
Philippines
Cambodia
Vietnam
China
Hong Kong
Shanghai
Taiwan
South Korea
Japan

NEW ZEALAND

North Island
South Island

PACIFIC OCEAN

Papua New Guinea
New Caledonia
Vanuatu
Solomon Islands
Tuvalu
Wallis & Futuna
Fiji
Tonga
Niue
Tokelau Islands
Samoa
American Samoa
Cook Islands
French Polynesia
Pitcairn Island

Easter Island
Palau
Micronesia
Guam
Saipan
Marshall Islands
Galapagos
Nauru
Kiribati
Hawaii

AMERICAS

Alaska
Canada
Washington
Oregon

California
Mexico
Costa Rica
Guatemala
El Salvador
Panama
Panama Canal
Nicaragua
Honduras
Colombia
Ecuador
Peru
Chile
Argentina
Antarctica

INDIAN OCEAN

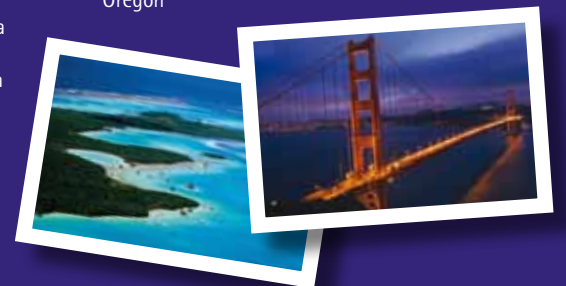
Tanzania
Mozambique
Kenya
Madagascar

ASIA

Myanmar (Burma)
Thailand
Malaysia
Borneo
Singapore

AUSTRALIA

Western Australia
Northern Territory
Queensland
New South Wales
Victoria
Tasmania
South Australia



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“By captains for captains - every captain loves a freebie and at Monaco every captain received the heavyweight gift that could well turn out to be worth its weight in gold. The GSR is a hefty but much needed revolutionary maritime road map for yachts considering a visit to the Antipodes”.



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