

# SEA MEDIA

The Big 4-Stroke: Best Engines To Re-Power Your Cat!

**POWERED  
CATS**  
OF AUSTRALIA  
DIRECTORY



The Big 4-Stroke: Best Engines To Re-Power Your Cat!

**POWERED  
CATS**  
BOOK TWO: 2010  
OF AUSTRALIA  
DIRECTORY



An Australian Fisherman & BOATOWNER Pu



An Australian Fisherman & BOATOWNER Publication



**POWERED  
CATS**  
BOOK THREE 2012  
OF AUSTRALIA  
DIRECTORY

Being Published in  
December for 2012

*Being Assembled  
now, November, 2011*

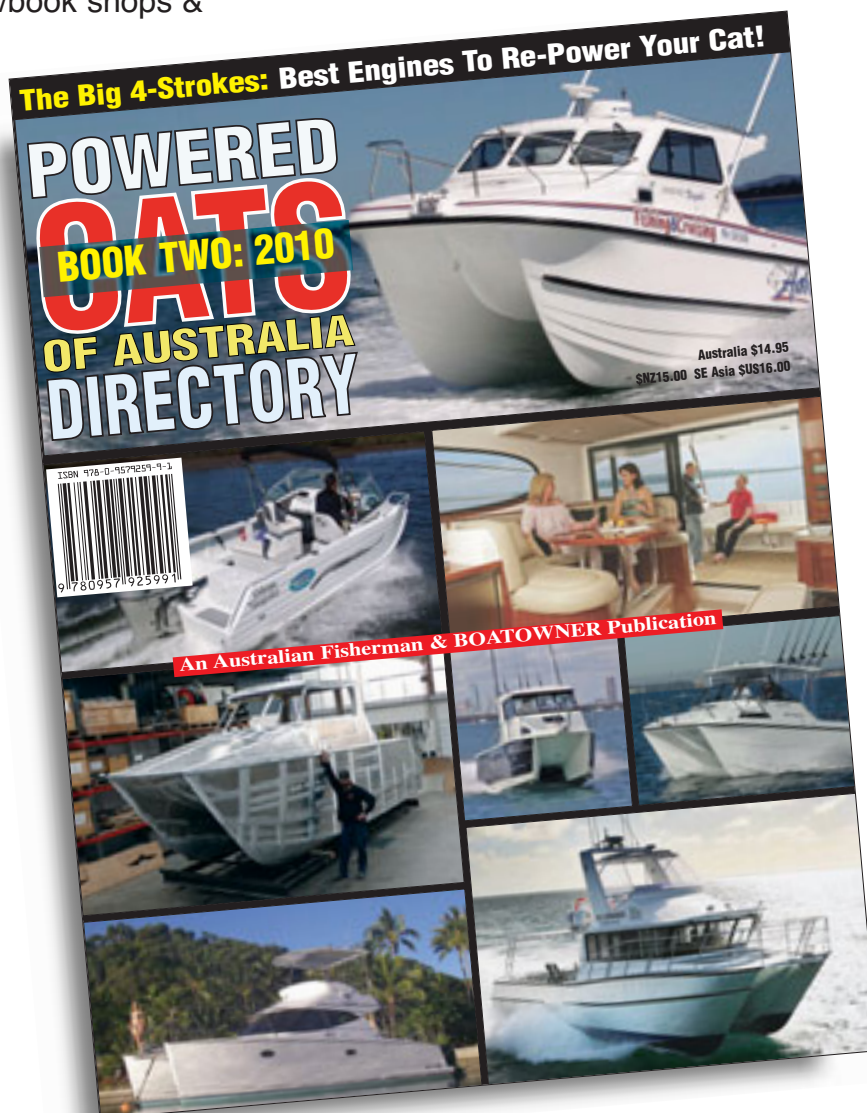
**POWERED  
CATS**  
OF AUSTRALIA  
DIRECTORY

2012 edition media kit

# POWERED CATS of Australia DIRECTORY - Book 3

National  
Annual  
\$14.95 rr  
On Sale **January 2012**  
Deadline **November 24th, 2011**  
Full colour  
Printed in Australia (CTP)  
275 H x 205 W  
156(+) pages  
First Edition Published 2005  
PC 8,000-9,000 (est)  
90% newsagent sales  
10% direct/book shops &  
on-line.

Apart from Vegemite, Victa mowers and Holden cars, Australia also brought power catamarans ("Sharkcats") into the world. No other country on the planet has anything like Australia's experience, knowledge and skill in the production of power catamarans. PCA is an entire high quality, 'square back' publication dedicated to this constantly expanding, \$300 million dollar sector of the Australia commercial and recreational industry. Produced by Australia's most experienced powerboat / cat editorial team, working closely with Australia's top naval architects and designers, this unique bi-annual publication is read and re-read by every single cat buyer - recreational or commercial (let alone buyers from every government or statutory authority in this field) as this is **the only directory of its kind** produced in Australia. For 2012, it's even more spectacular - and more comprehensive than ever before!



Second Edition  
Cover Shown for  
Display Purposes

For further information about the background, content and/or involvement in **F&B's Powered Cats Of Australia Directory**, talk to Peter or Ruth, or visit our web site [www.seamedia.com.au](http://www.seamedia.com.au)

**POWERED CATS of Australia DIRECTORY - Book 3 (PCA-3)**

Size	Invoice Rate	Incl GST	Amount To Pay After 10% Settlement Discount
1/8th Page	\$242	\$266	\$239
1/6th Page	317	349	314
1/4 Page	465	512	460
1/3rd Page	606	667	600
1/2 Page**	888	977	879
Junior Page "Floating"	1066	1173	1056
Full Page**	1693	1862	1676
Supplied Advertorial Spread	888	977	879
Upfront: RH P-5 to P-15	1953	2150	1935
F&B Covers	POA		

**NOTE** Trimmed Page Size 275 mm h x 205 mm w. ("American quarto") 15 mm edge gutters, 13mm top and 14 mm bottom gutter. 4 mm bleeds. 150-175 lpi screen ruling. Net copy area 248 mm x 175 mm

**2012 PCA-3 Rate Card. Bookings Close November 18th**

**Ad rates shown are eligible for a prompt payment discount!**

**Special Placements, Upfronts, Covers, Inserts, Onserts (etc):**

*These days, (almost) anything is possible. Talk to Publisher Ruth Cunningham for specifics.*

**Production** Macintosh Quark Express 8.5.1 with Adobe **PDF protocols** for CTP

**Ad Supply** PDF format only. **Ad Transport** CD, DVD or (HR) Email.

**Deadline for PCA-3 Bookings November 18th, 2011**

**Material: November 25th (but early bookings lock-in the best placements!)**

**Ad Agency Commission** Standard industry rates & practice

*\*\*All rates shown include GST*



SEA Media Pty Ltd ABN # 61 057 581 325

PO Box 98, Paradise Point QLD 4216 Phone (07) 5577 5700 Fax (07) 5577 5948

Email [admin@seamedia.com.au](mailto:admin@seamedia.com.au) Web Site for all Ad Agency info [www.seamedia.com.au](http://www.seamedia.com.au)

# New For PCA-3's 2012 Summer Boating Season

## The PCA-3 Consumer CAT Survey . . .

Picking up from the fashion industry's clever use of "advertorials" F&B's new consumer survey section is designed to create a timely, cost effective, high impact editorial program that will save boating consumers hours of often fruitless trawling through the internet, by providing a quick, simple directory of the major brands, their latest models and the specific (latest!) email addresses and

phone numbers of the dealer or manufacturers.

A full page listing costs just \$1060 pp (with all material supplied) or a double page spread from only \$1979 (material supplied). The idea is to drag all the pics, web site info and brochures into the light where they can be clearly seen by your target audience in Australia's most cost effective, respected powered cat magazine.

### F&B Consumer Survey . . .

**NOTES ON FLUTATION CHAMBERS:**  
THE MODEL SHOWN WITH A BUBBLING ALUMINUM CHAMBER, INDIVIDUALLY TESTED AT 2.0M OF WATER PRESSURE DURING CONSTRUCTION

TOTAL OF FLUTATION: 2 X 2.0 x 0.68  
2 X 2.0 x 0.68  
2 X 2.0 x 0.68  
2 X 2.0 x 0.68  
TOTAL = 8.320

SECT @ FRAME 3      SECT @ TRANSOM

### Cairns Custom Craft Safety Boat

**T**his is a particularly interesting design study of a plate mono hull developed by Cairns Custom Craft's Marcel Muijsen in answer to a Government tender which arose from the 2005 Thursday Island "Maui Sara" tragedy.

In that case, boating authorities were appalled at the loss of life involved, and there was almost universal agreement it should never have happened – but it did, and as the Coroner's inquest subsequently found, it was largely due to the poor standard of design and construction of the craft involved.

As one of Australia's foremost boat engineers and naval architects, Marcel decided the time had come to design and build an alternative to the conventional Cylinder concept, believing that he could achieve similar levels of stability and flotation (read seaworthiness and safety) in a better looking, more simplified deep vee monohull that could be built within normal financial constraints.

What we can see here is a unique monohull that is genuinely

un-sinkable and has sufficient foam in it to ensure that it floats upright even if it is entirely swamped. Without getting technical, it has exceptionally high stability and resistance to roll, and as was the point of the exercise, would have been a safe haven for the poor souls who were lost of Thursday Island had they been in such a safe vessel.

Subsequently, several of these craft have been built and tested, and now Cairns Custom Craft are going out to the marketplace in both recreational and Government circles with a very real alternative to RIBs and conventional Cylinder craft.

For further information please call Marcel Muijsen, Cairns Custom Craft (07) 4035 2966  
F&B

### The Unique 'Cylinder' Craft

### Yamba Engineering's Ocean Cylinder

**T**his is the real deal. Today, Yamba Engineering are the licensed builder of Ocean Cylinder in Australia, and have been now for several years.

In that time they have built a wide variety of craft, all of which have expanded Yamba Engineering's reputation for boat building excellence – especially in the engineering and construction departments.

Yamba Engineering is one of the designated builders to Governments of all manner and persuasions. They've built many craft for a diverse range of interests including Torres Strait Pilots, high speed jet tourism craft, all sorts of boats for the Water Police in various States, and a wide variety of Ocean

The Ocean Cylinder concept is now tried and proven and as this magazine has experienced first hand, few, if any other monohulls offer the exceptional combination of ride softness, directional stability, overall safety – quite phenomenal, really – and performance that puts these craft in a class literally of their own.

Yamba Engineering have a big range now of Ocean Cylinders they've built and they're always pleased to be of service to both recreational and commercial boating interests.

For further information call Gate at Yamba Engineering, (02) 8646 2421 Email: sales@yve.com.au  
F&B

24 Fisherman & Boatman

25 Fisherman & Boatman

### PRODUCTION PLATIES

## Offshore Marine Master QLD

Interesting, rare set-up: Cats and monos under the same roof!

**O**ffshore Marine Master boats are renowned for their extremely high quality plate boats.

With their range from 4.8m to 9.0m, they have most bases covered in the trailer boat range, and also build a large range of alloy power cats from 5.0m to 9.0m. The 9.0m range with 3.0m beam making these perfect for the hard core fisherman and commercial charter.

Our 5.8m Ultra Vee range and large monos come standard with 6mm bottoms and large reverse chine, making these boats one of the toughest built boats in Australia today.

Offshore Marine Master also employs qualified sheet metal workers as well as being certified welders.

All of our boats are true custom built to suit you, and we are more than happy to build you your boat exactly the way you want it. After all, it's your boat.

All of our boats from 4.8m right up to our 9.0m commercial boats have survey approved solid buoyancy foam which also

680 Walkaround

900 Walkaround Commercial Cat

600 Walkaround

7.0m Hardtop Walkaround Cat

600 Walkaround

600 Hardtop Cat Cruisely

610 Walkaround Cruisely

610 Walkaround Cruisely

170 F&B's Plate Alloy Boats Of Australia - Book 6

F&B's Plate Alloy Boats Of Australia - Book 6 171

## Magazine Ad Sizes & Shapes

Popular advertisement sizes, where “w” = the width of the ad, and “h” = the height		
<b>1/8th Page ad</b>		
<b>Vertical ad</b>	45 mm w x 120 mm h	
<b>1/6th Page ad</b>		
<b>Horizontal ad</b>	85 mm w x 80 mm h	<b>Vertical ad</b> 55 mm w x 120 mm h
<b>1/4 Page ad</b>		
<b>Horizontal ad</b>	175 mm w x 60 mm h	<b>Vertical ad</b> 85 mm w x 120 mm h
<b>1/3rd Page ad</b>		
<b>Horizontal ad</b>	175 mm w x 80 mm h	<b>Vertical ad</b> 55 mm w x 248 mm h
<b>1/2 Page ad</b>		
<b>Horizontal ad</b>	175 mm w x 120 mm h	<b>Vertical ad</b> 85 mm w x 248 mm h
<b>1/4 Page “Floating” ad</b>		
<b>Square</b>	102 mm w x 102 mm h	- free standing, surrounded by editorial
<b>1/3rd Page “Floating” ad</b>		
<b>Square</b>	118 mm w x 118 mm h	- free standing, surrounded by editorial
<b>Junior Page “Floating” ad</b>		
<b>Vertical (only)</b>	115 mm w x 185 mm h	- free standing over two RH columns, editorial above, and alongside (single col on the LH side of the ad)
<b>Full Page Ad</b>		
<b>Type Area</b>	175 mm w x 248 mm h	- <b>Full Page Bleed</b> (3 sides) 209 mm w x 283 mm h
<b>Double Page Spread ad</b>		
<b>Type Area</b>	380 mm w x 248 mm h	- <b>With Bleed All Round</b> , 418 mm w x 283 mm h

**Designer Notes:** SEA Media uses the popular “American Quarto” format in most publications. The **Trimmed Page Size is 275 mm high x 205 mm wide**. The ‘type area’ on a full page is 248 mm x 175 mm. We use 15 mm side margins, with 13 mm margin on the top of the page, and 14 mm on the bottom. Where ‘super-size’ or bleed-off ads are being designed, we strongly recommend designers leave a 4mm margin **inside** the trimmed off page (to make sure valuable copy or picture details aren’t inadvertently trimmed off!) and we recommend at least 4 mm ‘bleeds’ off the edge of the trimmed page. 150-175 lpi screen ruling. And yes, a CMYK proof does help quality control. If you can’t figure something out, have special problems or want to try something different, call **Peter (07) 5577 5700 (Ext 5)** anytime at all.

## PCA-3: HOW TO GET INVOLVED

### ADVERTISING

Ad rates in PCA are very affordable. They range from just \$460\* for a quarter page colour to \$879\* for a half page, and from \$1676\* for a full page colour where a PDF is supplied, and the 10% prompt payment discount is applied.

### PRESS RELEASES

PR material is welcomed, but it (obviously) needs to be pertinent. Remember, a pic is worth 1,000 words, so please keep the release tight and informative. Send to [info@seamedia.com.au](mailto:info@seamedia.com.au)

### PHOTOGRAPHY

The world of boating is a natural subject for amateur and professional photography, and we welcome input and submissions from both.

### EDITORIAL

Must be germane to the real world. The boat's age is irrelevant. Most under 8.0m, in the 5.0-15.0m range. A decided bias towards fishing and cruising, whether it is in Pittwater or the Kimberley.

### BOAT 'TESTS'

It is what we do. Four different levels of boat reporting, starting from our popular 'Around The Place' section, to the 'Sea Digests' or the major reports by arrangement with the PCA editorial team.

### LETTERS TO THE EDITOR

Always welcome on any aspect of boating or PCA's editorial, but will be cross-checked and referenced in the old fashioned way. Only considered if the author's contact details are supplied.

### NEW PRODUCTS

Terrific. Don't keep that new widget a secret! Drag it out into the light of day and give it some exposure in PCA. It won't cost you a cent.

### REPOWERS

Love 'em. Very important aspect of today's world of boating. If you are undertaking a reno, re-power or upgrade for yourself or a client, we're keen to know more about it.

### PHILOSOPHY

Encouraging people to use their boats exploring, fishing and relaxing in Australia's countless wonderful waterways, whether it is in Port Phillip, Moreton Bay, the Whitsundays . . . .