

Special Packages

Aside from the norm, we also have specific packages tailored towards surfboard shapers, retailers, and manufacturers to name a few.

Profile your latest design

Model, shaper, dimensions, ideal conditions, ability level, board description, construction, fin setup, and shaper comment – detail it all.

Mates Rate	\$250
Best of Mates	\$230
On-the-spot	\$200

Or go the whole hog...

Shaper profile

Five editorial pages plus a full-page ad for around the price of a surfboard.

Mates Rate	\$2,400
Best of Mates	\$2,210
On-the-spot	\$1,800

We profile you and your operation with a focus on your designs and where you draw your inspiration. We also feature a double-page spread on select boards from your range within an engaging read.

Gear profiles

Just as with shapers, we will feature the latest accessories, clothes, sunglasses, and more in every edition.

Product placements range from \$200 to \$280 per item

Random road test

Our random road test reviews everything from surfboards to camping gear, cars, jet skis, surf accessories, and more. This double-page spread can be designed as two editorial/pictorial pages or a single page with a facing full-page ad.

Mates Rate	\$1,300
Best of Mates	\$1,200
On-the-spot	\$980

NOTE: This is an editorial review. As such, the product(s) will be reviewed in our own words. Rest assured, however, no damaging or disparaging comments will be published.

RATES

In support of small businesses, we've kept our rates realistic and comparable to the likes of a digital or social media campaign, but rather than merely garnering a few thumbs up over a two-second scroll, your brand messaging will hang around for three months (and even longer, our stories really are timeless) until the next edition.

With an endless number of success stories from advertising businesses and constant positive feedback and communication from our readers, we know that Smorgasboarder resonates with a dedicated and passionate community – people with jobs, families, and lives outside of the surfing industry, yet with a shared love for the ocean and all that surrounds it.

As it turns out, we're a surf mag that appeals to all kinds of surfers, from shortboarders to longboarders, SUPs to kneeboarders, beginners to guns, and weekend warriors to old salties. Our most common comment from readers is that we are inclusive of the entire surfing community and not trying to be too cool for school. It's good to know.

That said, we don't want our magazines to be evaluated on just price alone.

As the advertiser, you need to ask yourself whether the publication resonates with you and whether it will

resonate with your customers. It's clear after 16 years, we've developed a very loyal and dedicated following.

If the answer is yes, Smorgasboarder is a wise investment for your business. And with that, you have our unyielding commitment to ensure your promotional efforts are a success.

Mates rates

You decide you want to advertise in Smorgasboarder on a regular basis, and we appreciate your support and consider you a friend. We always look after our mates.

Best of mates rates

These are the people who never let you down and are always there, in each and every edition without fail. As a result, you always reserve your best rate for your best mates.

On-the-spot rates

This rate is reserved for our decisive customers. Basically, you see the mag, like it, decide you want to advertise in it, and pay 'on-the-spot'. It pays to be decisive because it saves up to 50% on our standard rates.

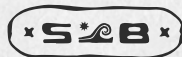
Ad Size	DPS	Full page	Half page	Quarter page	Eighth page
Standard	\$3,000	\$1,900	\$1,100	\$650	\$400
Mates Rates	\$2,400	\$1,400	\$800	\$550	\$260
Best of Mates	\$2,210	\$1,200	\$740	\$510	\$240
On-the-Spot	\$1,800	\$1,000	\$600	\$440	\$200

Please note: All rates shown are subject to GST.

"Just wanted to say thanks for making a great magazine. It's great to finally find a magazine where the articles relate to normal surfers, rather than being a fanzine for all the top pros. The articles are really interesting, and I love the variety of the magazine. Well done."

mr

Oli, reader



PRIME POSITIONS

First double-page spread	25%
First right-hand full page	25%
Back page	25%
Specific position requests	15%

INSERTS

Inserts are welcome, providing they are a full run and meet our material specifications. Price is on application, as cost is determined by both the size and weight of the catalogue. As a general guideline, the cost to insert a standard eight-page catalogue is from \$1,600.

PAYMENTS

Well, here's the thing – we're a free surf magazine, not a bank. For credit terms, we're sure your bank will give you 30 to 40 days to pay your credit card. So, whack it on the plastic if you need to, and we'll publish your ad.

Prepayment allows us to offer our clients the most affordable ad rates by far. Managing credit accounts simply introduces middlemen forcing ad rates up.

Payment for your ad is due by the material deadline.

How do I pay for my ads?

- we accept Visa, Mastercard, debit cards, or bank transfers
- sorry, but that means no Diners Club or American Express
- an invoice and receipt are provided with all transactions

"I love the magazine. We have it at the bar on the first and second floors. When I see people pick it up to read over a pint, it makes me feel so happy - they're immersed in it."

mr

Kylie,
Straddie Brewing Co