

BOATS · ATVS · CAMPING · PWCS · FISHING GEAR · TRAVEL & TOURISM · TRAILERS · OUTDOOR GEAR & MORE



**February 22–24, 2019**

Western Fair District | Metroland Media Agriplex & Arena Halls 1,2,3 | 845 Florence Street | London, ON

Navigator Publishing is pleased to be presenting the Official **36<sup>TH</sup> ANNUAL** London Boat Fishing & Outdoor Show Guide.

### Distribution: 10,000 copies

of the show guide will be handed out to visitors and exhibitors at the show PLUS emailed to over 35,000 opt-in subscribers.

- 31% of last year's show visitors came to the show with the intent to buy or upgrade a boat within the next 6 to 12 months
- 70% attended the show to shop and buy boating and fishing accessories

This show guide will be an important resource not only for the visitors to the show, but for the exhibitors as it will be referred after the show when buyers are ready to purchase.

### Ad Deadline Date: January 11, 2019

Format: 6.25" x 10.25" stitched gloss stock | Full Bleed Size: 6.75" x 10.75" | Active Image Area: 5.75" x 9.75"

Outside Back Cover (Gloss)	5.75" wide x 9.75" high	\$1,400
Inside Front Cover (Gloss)	5.75" wide x 9.75" high	\$1,175
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