



## ADVERTISING OPPORTUNITIES

The Ocean Cruising Club Limited is a not-for-profit corporation.

All advertising revenue is applied directly to offset production and distribution costs for member publications.

### OCC Publications

#### ***Flying Fish, the Journal of the OCC***

A high quality journal produced in full colour twice per year, currently running about 260+ pages in length in A5 size, with four-colour photography throughout. Articles are submitted by members and include stories about cruising adventures, instructional how to articles, and informational pieces about cruising destinations. The summer issue includes an overview of the award winners for the prior year. The publication is also supplied in pdf and Kindle formats for downloading onto digital devices and as an eZine format for viewing online. The current two issues are available only to OCC members. Back issues are archived online for access by the general public. Advertising is interspersed with editorial content.

#### **OCC Member's Handbook**

An annual reference publication distributed only to members with 4-colour cover and b/w inside pages (~150 pages, A5 format) listing member contact information by name, boat and location as well as port officer contact details. This book is taken by members wherever they go and is referred to often. Inside front and inside back cover space is available at full or half page rates. A limited number of one colour, b/w Ads are available as section dividers for the run of the book.

#### ***OCC Newsletter***

The 20-page, 4-colour, A4 publication issued quarterly delivers news about members and events held around the world. It is also the communication vehicle for the Flag Officers and Committee regarding membership issues.

#### **OCC eBulletin**

A monthly digital publication that carries news about upcoming events, club activities, Committee reports, environmental citizen science projects, items for sale and wanted by members and much more.

#### **OCC Website**

The home port for the cruising sailor, the OCC website gives members remote access to a member database, global events calendar, special offers and discounts from advertisers and partners, a listing of OCC member websites and blogs, cruising information for ports around the world, contact information for port officers in remote cruising destinations, lists of award winners, regalia and resources, and much more. It is also the storefront where potential members can find out more about the OCC and apply for membership.

#### **OCC Forum**

A section of the OCC website that invites lively discussions on topics of interest mainly to those actively cruising. Major sections include destinations, gear, seamanship, items for sale and wanted, queries about legislation and regulatory issues, and discussion about products. Anyone can view the Forum but only members may post.



## ADVERTISING RATES FOR OCC PUBLICATIONS

### *Flying Fish*

Advertising in *Flying Fish* is sold on a two consecutive issues basis.

A 10% discount is available to OCC members.

#### Benefits to advertisers include

Our members (your potential customers) are worldwide, deep sea, ocean sailors for whom quality and reliability of equipment under exacting conditions is essential.

Multiple exposures delivered in reference style publications

Affiliation with the premiere global cruising organization

Free listing with links on the OCC website

Complimentary distribution of product announcements and company news via the OCC Forum

Free listing of special offers and discounts in a downloadable pdf

Access to back issues of *Flying Fish* archived in digital format by the general public online No

more than 15% of total pages in *Flying Fish* are devoted to advertising

Advertisers receive copies of the publications in which they advertise.

#### Inside pages

Full page colour .....£280 (for two issues)

Half page colour .....£170 (for two issues)

#### Cover pages

Inside front cover colour ..... £525 (for two issues)

Inside back cover colour ..... £525 (for two issues)

Outside back cover colour ..... £840 (for two issues)

A 10% discount is available to OCC members

### ARTWORK

Artwork should be supplied as a high res, flattened PDF, JPEG or EPS file

Resolution: 300 dpi (118 dpcm) at finished size.

**Full page** – Live: 188 x 140mm; Trim: 210 x 148mm; Bleed: 220 x 158mm

**Half page** – Live: 94 x 140mm; Trim: 105 x 148mm; Bleed: 115 x 158mm

Type, design, and layout services are available at an additional cost.

### DEADLINES

Advertisements are accepted for inclusion on a 'first come, first served' basis.

**Latest dates by which artwork must be received are:**

**14 February** for Flying Fish Spring Issue

**14 October** for Flying Fish Fall Issue



# OCEAN CRUISING CLUB™

## ***OCC Annual Member's Handbook***

(same specs as *Flying Fish*)

Inside front cover or inside back cover (full page colour) ..... £400

Inside cover (half page colour) ..... £230

Inside pages (1 colour b/w) .... £200

### **Deadline**

Space booking 30/12, Final Art 10/01

## ***OCC Quarterly Newsletter***

Advertising in the form of a quarter page unit in the Newsletter for a full year (4 issues) is £300

### **Deadline**

20th of the month Nov, Jan, Apr, Jul

## ***OCC Monthly eBulletin***

Advertising in the form of a short message/special offer, logo, and link in the eBulletin is  
£250 per quarter (3 issues).

### **Deadline**

22nd of the month

## ***OCC Website and Forum***

Please inquire directly.

## **Other advertising and sponsorship opportunities**

The OCC hosts events around the world at key locations where cruisers meet up while sailing around the world. Our flagship events include the AGM and Awards Dinner which is held annually in the UK, most often in London. Periodically, opportunities arise to sponsor gatherings, rallies, speakers, seminars, boat show stands, raffles, etc. We also encourage our advertisers and partners to provide special offers and discounts to OCC members. Those are listed free of charge in the downloadable Discounts and Offers pdf document on the website and provide point of purchase delivery.

**If you have an idea or wish to sponsor an event, please contact us for further discussion**

**Thank you for your interest in the OCC,  
*the Home Port for the Ocean Cruising Community***

## **Enquiries, Orders, and Artwork to:**

**Mike Downing**

advertising@oceancruisingclub.org

Tel: +44 790 199 8373



# OCEAN CRUISING CLUB™

## About the Ocean Cruising Club

The Ocean Cruising Club exists to encourage long-distance sailing in small boats. A Full Member of the OCC must have completed a qualifying voyage of a non-stop port-to-port ocean passage, where the distance between the two ports is not less than 1,000 nautical miles as measured by the shortest practical Great Circle route, as skipper or member of the crew in a vessel of not more than 70ft (21.36 m) LOA; associate members are committed to the achievement of that goal. This standard distinguishes the OCC from all other sailing clubs. It's not about what you are or who you know, but simply what you have done, that matters. Our membership as a whole has more experience offshore than any other sailing organisation – in the number of circumnavigators, in the range of extraordinary voyages members have completed, and in the number of solo sailors, and female sailors among our ranks. This is what sets us apart from other organisations, even as it draws us together as a group. We bring the spirit of seafaring to our association by always being willing to assist any fellow sailor we meet, either afloat or ashore.

With a central office in the UK, though it has no physical clubhouse, the OCC is, in a way, the “home port” for all of us who have sailed long distances across big oceans. With 48 nationalities and Port Officers in as many countries, we have a more diverse membership and a more international reach than any other sailing organisation. Our Port Officers and Regional Rear Commodores represent the frontline interaction with our existing members and the recruitment of new members.



V1.8 21-08-15