

# The Pyrates Way

## THE NEW WORLD'S FAVORITE PIRATES MAGAZINE!

Since 2006, *The Pyrates Way* is the preferred source in a fast-growing community of pirate enthusiasts and maritime aficionados. With a print run of well over 25,000 copies, our magazine can be purchased online via subscription and back order or at bookstores and independent dealers nationwide. With the decline of large-chain bookstore periodical purchasing, *The Pyrates Way* has taken a proactive action by dropping the subscription cost of the magazine by 23%.

*The Pyrates Way* is independently owned by a disabled U.S. Navy veteran and focuses on providing quality of writing and photography to readers and advertisers alike. In the spirit of adventure and romance, our goal is to bring a more tongue-in-cheek flavor to what was a dangerous period in the world's history.



Four times a year, *The Pyrates Way* addresses a variety of pirate subjects in a humorous manner. Historical accuracy, however, is not taken lightly and the magazine also promotes the integrity of the anachronistic pirate enthusiast and reenactor.

Each issue contains an interesting biographical profile of a known pirate in history, bringing to light previously undisclosed information and philosophical ideas. Articles cover subjects like weapon usage, sea chanties, shipboard living conditions, ports of call, pirate events and festivals, tattooing, and pirate advertising icons. Crews comprised of pirate enthusiasts are also highlighted as well as movie, music, and book reviews.

The magazine's printed word is surrounded by lavish photography. Images can take up full pages with highlighted inserts and descriptions. The #80 gloss text paper gives each page a luxurious weight, feel, and adds to the museum quality of the publication. Each issue of *The Pyrates Way* can be found within stiff #100 gloss cover stock and is book-bound and scored to stabilize the magazine.

Because of the high quality of the publication, each issue carries a book ISBN as well as a magazine ISSN. Each issue has an unlimited shelf life due to its collectibility.

Our 20,000+ readers look to *The Pyrates Way* for reliable and humorous information, opinions, and some of the most beautiful women to ever dress as a "pyrate wench." We have earned their admiration and within our pages, your advertisement will share in that environment of piratical whimsy and adventure.

Steve "Sir Black Fox" Kimball,  
Publisher

**"AVE MATE, THE PYRATES WAY BE THE ONLY RAG WORTH ITS INK UPON THESE HERE SEVEN SEAS. IF YE DON'T MAKE YER SPOT WITH ITS PAGES, YE MIGHT JUST FIND YER BUSINESS SINKIN' DOWN TO M'LOCKER . . . SO PAY A MIND, MATE."**

Davy Jones,  
Denizen of the Deep

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## What Type Of Ad Will Be Successful

- **Product:** If your product or service has a piratical theme, then it's obvious you'll do well to advertise with us. There's no better way to get your product in front of the spyglass of every privateer with tin (a coin or three) in his or her pocket. Products or services in the nautical venue also seem to be a perfect fit with the readers of *The Pyrates Way*. Many of our readers subscribe or purchase other maritime magazines which include subject matter pertaining to sailing, tall ships, nautical safety, yachting, fishing, small pleasure craft, and U.S. Navy/Coast Guard interests. Our readers also enjoy exotic travel, especially trips to the Caribbean (be they "barefoot" or luxury cruises). General Renaissance Festival wares are also very popular with our readers as up to 50% of them buy their garb, weapons and accessories from such events. Thus, whether you're offering a pyrate collectible, a Caribbean trip, a pint of rum, or binding leather for those which enjoy such a lifestyle, *The Pyrates Way* is your best return on your advertising investment.

- **Image:** The best images catch the eye of the reader and contain either exotic items, beautiful wenches, or vibrant pirate text. *The Pyrates Way* is chock full of quality photography and the readers expect similar quality from the placed advertisements. 30% of our readers enjoy reading the most creative ads as much as they do the articles. The most successful and popular ads have been quarter-page full-color ads with an article wrapped around them.

- **Placement:** The location of your ad in the *The Pyrates Way* is an important part of a successful marketing strategy. Our layout staff will endeavor to place your advertisement near or within subject matter of a similar vein to your product or service. The placement is governed by a "first-come, first-served" basis.

- **Response:** Whether it comes in the form of a direct sale, a question about your product/service, or at the very least a website hit for your business, your advertising should have a direct effect on your potential sales.

- **Branding:** You want your business identity in the face of your sales prospects as often as you can and in much repetition. If your customer doesn't need you now, you want them to remember you when they do.



**"OUR AD TURNED OUT GREAT! WE LOVED WHERE IT WAS PLACED AND THE OVERALL QUALITY OF THE ENTIRE MAGAZINE. THE BEST OF LUCK WITH IT!"**

Jim Bircher,  
Bircher Incorporated  
(purveyors of black powder cannons)

# *The Pyrates Way*

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## Reader Profile

*The Pyrates Way* readers are an amalgam of people with varying incomes, education, and interest. Since our publication is written to include this wide variety of readers, defining their personal buying habits can be very tricky.

- **Pyrate Enthusiasts:** Some of our readers are on the leading edge of a consumer group that is oftentimes obsessed with their pirate hobby. They also have a high degree of enthusiasm and are, according to recent research, three times as likely as the general population to influence and teach others about their pirate hobby. Several of our serious subscribers purchase two copies of *The Pyrates Way*, one to read and one to keep pristine in their collection.



- **Pleasure Boaters:** If there's sailors about, you'll find at least one boat flying a Jolly Roger from its mast. There is an inescapable pirate interest of those folks who spend their recreational time on the water, usually in their own boat. Whether the craft is a 48' ocean-bound yacht or a 12' river-cruising pontoon boat, those aboard usually enjoy a beverage and some nautical-based reading material. These collectors of *The Pyrates Way* often keep every issue of the magazine on board for visitors to look through again and again.

- **Naval & Maritime Professionals:** With constant worry of modern-day pirates and the regulations put forth in these days of focused homeland security, many maritime professionals use *The Pyrates Way* as a way to escape the daily toil of such thought. The humor of the magazine mixed with verified information presents a distraction of the highest quality, not to mention, the often pretty wench shown within *The Pyrates Way's* pages can make a long voyage less tedious.

- **The General Public:** Disney Entertainment's "Pirates of The Caribbean" movies have, to date, reached an audience of over 175 million! That is a lot of pirate interest. We believe that the pirate "fad" may not end with the Disney movies but that the movies are just the tip of the pirate-media iceberg. There are no less than five pirate-themed network television series in production and several major motion pictures in the same vein. *The Pyrates Way* stays on top of all of this pirate interest, giving you the opportunity to ride this wave of pirate enthusiasm all the way to the bank!

At our online bulletin board, we keep a finger on the pulse of our demographics as each member ads their information to our database. This information is reset twice a year in order to keep the data fresh. If interested in obtaining a copy of the results, please email us: [advertising@pyratesway.com](mailto:advertising@pyratesway.com)

We at *The Pyrates Way* are in touch with our audience, in fact, we ARE our own audience. A prerequisite for all editors, writers, photographers, and artists, is that they have a die-hard interest in things pyratikal and will keep the target audiences in mind when working on the magazine.

**"HOW DID YOU DO THAT? IT [THE AD] LOOKS GREAT! THANKS AGAIN, YOU DID A GREAT JOB!"**

Deanna Hubbard,  
[www.Cliplocks.com](http://www.Cliplocks.com)

# The Pyrates Way

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## Advertising Rates

*The Pyrates Way* gives you the best and easiest choice for advertising of any independent genre magazine of its kind. One price per size with one or multiple insertions. We offer better value with higher quality for MUCH less than our competition.

The cost of reaching your clients shouldn't be an overwhelming percentage of your budget. *The Pyrates Way* offers you the chance to get your printed advertisement to the audience you want to target. For less than what it would cost you to set up a booth at a Pirate or Renaissance event (which lasts only one weekend), you can reach just as many customers (if not more) in a quality publication that will keep your company in front of their faces for years.

**Column - \$100 • 1/4 Page - \$250 • 1/2 Page - \$500**  
**Full Page - \$1,000.00 • Inside Cover - \$1,500.00**

Note that at these rates and the limited spaces for advertising in the magazine that spots will sell very quickly. Since there are only two inside covers per issue, it is our policy to allow advertisers to commit for only two issues in advance.

## Advertising Sizes

**FULL PAGE:**  
8.625" WIDE X  
11.25" HIGH  
(BLEED 3 SIDES)

**INSIDE COVER:**  
8.625" WIDE X  
11.25" HIGH  
(BLEED 3 SIDES)

**QUARTER PAGE:**  
3.5" WIDE X  
4.625" HIGH

**COLUMN:**  
2.375" WIDE  
X  
4.625" HIGH

**HALF PAGE:**  
7.25" WIDE X  
4.625" HIGH

Ads should be provided as digital files in four-color, 300dpi, and at the size matching your order for best result. Files will be accepted in PDF, EPS, TIFF and JPG formats. If sending vector files, placed graphic files must be imbedded and fonts must be made outlines. Files for ads may be provided via email to: [advertising@pyratesway.com](mailto:advertising@pyratesway.com)

Larger Ads can be burned to CD and mailed to: **Advertising Dept., The Pyrates Way, PO Box 1231, Bear, DE 19701.**

## FREE WEB ADVERTISING!

**NO CHARGE INTERNET AD PLACEMENT.**  
You get a chance to have your advertisement exposed to the millions on the internet just by buying a print ad of a quarter page or bigger.

The ad links to your business site and may appear on any page on our site via random draw. . . and it stays online FOREVER . . . FOR **FREE**.



## Advertising Deadlines:

**Issue #14:**  
**Issue #15:**  
**Issue #16:**  
**Issue #17:**

**August 31, 2011**  
**December 23, 2011**  
**March 31, 2011**  
**June 30, 2011**

**Delivers on September 15, 2011**  
**Delivers on January 15, 2012**  
**Delivers on April 15, 2012**  
**Delivers on July 15, 2012**

*The Pyrates Way reserves the right to reject advertising deemed inappropriate for the magazine and those ads that are considered graphically unsatisfactory. For additional information, to extend deadline or special rates, please email: [advertising@pyratesway.com](mailto:advertising@pyratesway.com)*