SOUTHERN Boating® & Yachting



Media Kit 2027

RIVIERA 5600



For over 50 years, *Southern Boating & Yachting* has been a trusted source for boating, cruising and fishing enthusiasts seeking expert insight, resources, entertainment, and inspiration on the water. What sets us apart? With no corporate bureaucracy or barriers to deal with, we're able to focus entirely on our clientele and deliver custom solutions to meet their specific needs. In fact, we're one of the few independent media companies still thriving in the marine publishing world.

Audience

The *Southern Boating & Yachting* audience is an affluent, loyal and active boating population equally dedicated to cruising, fishing, travel and water sports. Our readers enjoy the best of everything the boating lifestyle has to offer both on and off the water, and regard Southern Boating & Yachting as the industry voice it can trust.

$448K
Average HHI

89%
Own a boat

55%
Own multiple boats

57%
Consider world travel a primary hobby

43%
Own more than one land-based home

$2.6M
Average Net Worth

Products

- Print Magazine
- Dedicated Emails
- e-Newsletters
- Podcast
- Video production
- Social Media
- Sponsored Content
- Custom Publications

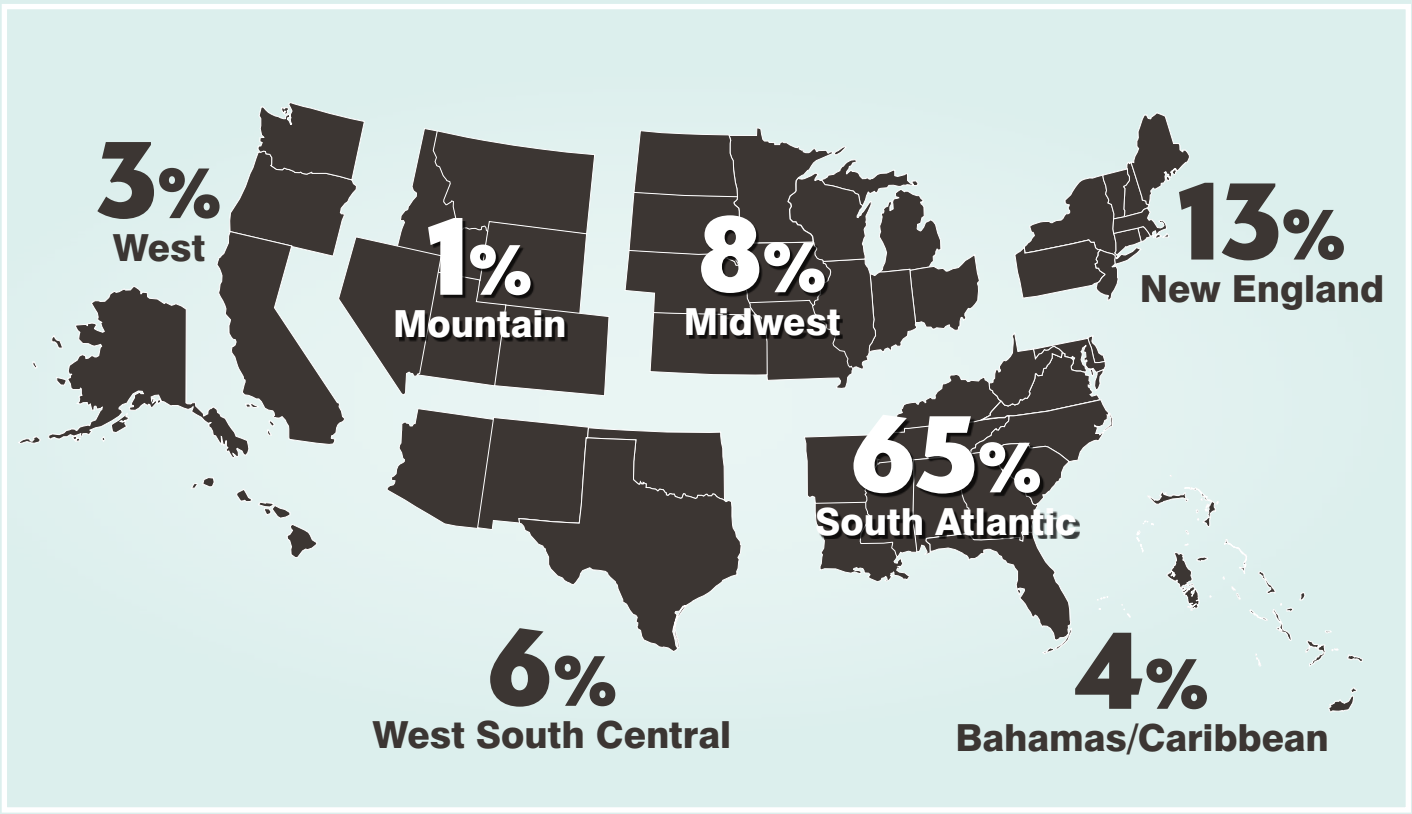
Distribution

SOUTHERN BOATING & YACHTING **IS DISTRIBUTED:**

86% **Direct in-home delivery to subscribers**

10% **In marinas yacht clubs and marine specialty stores**

4% **At boat shows, private airports and other events**



Subscribers

87k
Print and Digital Magazine Subscribers

48k
Email Subscribers

1.2m
Average Monthly Web Impressions

22k
Total Social Media Audience
(Paid Promotion Available)



Jeanneau TH38

2027 EDITORIAL CALENDAR

JANUARY
Readers' Choice Awards
- Marine technology roundup
- Buyers' Guide: Tenders & RIBs

FEBRUARY
Real Estate & Marinas
- Powerboat racing and the Key West Poker Run
- Puerto Rico's East Coast: A Decade After Irma / Maria
- Buyers' Guide: Miami Boat Show Preview

MARCH
Spring Launch
- Spring upgrades: gear, safety and systems
- Repower, refit or replace?
- Buyers' Guide: Inboards, Outboards & Generators

APRIL
The Bahamas Issue
- Bahamas crossing and customs guide 2027
- Beyond the Exumas: the remote Out Islands
- Buyers' Guide: Power Catamarans

MAY
Summer Boating
- Coastal Maine and New England cruising
- Provisioning for Long Trips
- Buyers' Guide: Center Consoles

JUNE
Fathers, Fishing & Fast Boats
- Offshore fishing: performance and design
- Hooked for Life: Fishing's next generation
- Review of the latest Rods/Reels
- Buyers' Guide: Sportfishing Boats

JULY
American Innovation
- Future of Boating: Industry Innovations
- Working Boat to Weekend Cruiser: Costs and Challenges
- Buyers' Guide: Lobster & Picnic Boats

AUGUST
Luxury on the Water
- The Art of the Dayboat: Layouts & Designs
- Waterfront escapes and coastal luxury
- Buyers' Guide: Dayboats

SEPTEMBER
55 Years of Southern Boating & Yachting
- 55 years on the water: Our Story
- Buyers' Guide: Family Focused Boats
- The boats that changed history

OCTOBER
Fort Lauderdale Boat Show Issue
- At the helm: leaders shaping boating
- What's next: AI, autonomy and innovation
- Buyers' Guide: FLIBS Preview

NOVEMBER
The Gift Guide
- The boater's holiday gift guide
- Buying pre-owned: what to know
- Roundup: Top Shipyards & Marinas

DECEMBER
Winter Cruising & Travel
- Preparing for the Long Haul —provisioning, systems and extended cruising.
- Where to go when winter arrives-Real Itineraries & Destinations
- Buyers' Guide: Motor Yachts, 70–100 ft

WORKING EDITORIAL CALENDAR. STORY ASSIGNMENTS, SPECIFICATIONS AND DATES ARE SUBJECT TO CHANGE.

Why Brand Loyalty Pays

40% of readers have been subscribers for more than 5 years

21% have been subscribers for more than 10 years

21% of advertisers have been working with us for more than 15 years

Client Testimonials

"We have been working with *Southern Boating* for more than 20 years. They are a trusted brand with a creative, responsive, and professional team that delivers results."

Michael Cannova
PRESIDENT, MARLOW MARINE SALES, INC.

"We have partnered with *Southern Boating* for nearly 30 years. The publication offers a desirable combination of travel and destination articles as well as new products, events, and boating lifestyle topics that has proven to draw qualified readers that we want to be in front of. The entire team and SB&YM are dedicated to assisting us with all our marketing needs and have proven to us that it works!"

Todd Albrecht
PRESIDENT, JUPITER MARINE

"*Southern Boating* has been my go-to magazine for placing ads and planning promotions for over 40 years. They have been true marketing partners. Boaters subscribe to this magazine for its lifestyle content and local boating knowledge. Readers become better boaters and plan their family boating adventures from reading Southern Boating. They don't disappoint their big subscriber base, and they've never disappointed me as an advertiser."

Frank Ferraro
CMO, NAUTICAL VENTURES GROUP

For advertising rates, specs, terms and conditions,
contact **James Anderson** at **james@southernboating.com**.

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