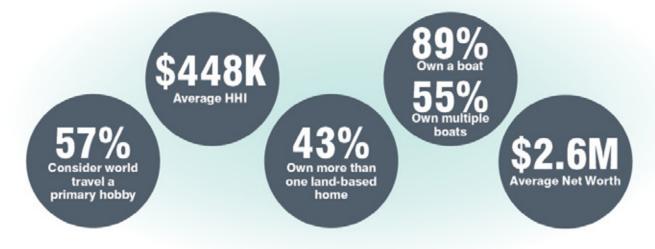




or over 50 years, Southern Boating & Yachting has been a trusted source for boating, cruising and fishing enthusiasts seeking expert insight, resources, entertainment, and inspiration on the water. What sets us apart? With no corporate bureaucracy or barriers to deal with, we're able to focus entirely 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.



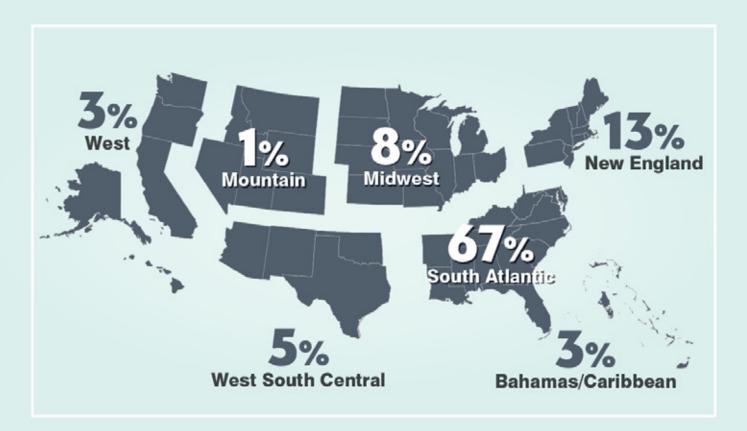
Products

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

Distribution

SOUTHERN BOATING & YACHTING IS DISTRIBUTED:

- 87% Direct in-home delivery to subscribers
- 9.5% In marinas yacht clubs and marine specialty stores
- 3.5% In transportation terminals and private airports



Subscribers

83k
Print and Digital
Magazine Subscribers

51k Email Subscribers

1.38m Average Monthly Web Impressions 22k
Total Social Media
Audience
(Paid Promotion Available)

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.



