

SOUTHERN[®] BOATING_{IN}

— MEDIA —

CELEBRATING
50⁺
YEARS

2025 MEDIA KIT

IT'S A WAY OF LIFE



Southern Boating Media reaches far beyond its southern roots. Lifelong traditions, hospitality, style, and neighborly charm describe our personality, but our focus is the dream of the open seas, to cruise the coastal barrier islands, or spend a day on the lake. Our readers are kept up-to-date with current affairs in regions from the Northeast Seaboard down the coast and into the Gulf as well as over to the Bahamas and through the Caribbean islands.

In each issue, *Southern Boating* offers the chance to discover new destinations, try out tasty recipes, learn about the latest trends in gear and technology, and, of course, read about boats.

Southern Boating: more than a location, it's a way of life!

CONTENTS



The Boating Lifestyle

Boat Reviews ■ Fishing
Cruising ■ Destinations
Stem to Stern ■ Buyer's Guide

Regional Reports

Northeast ■ Mid-Atlantic
Southeast ■ Gulf Coast
The Bahamas ■ Caribbean

Engine Room

Power ■ Equipment
Maintenance ■ Systems

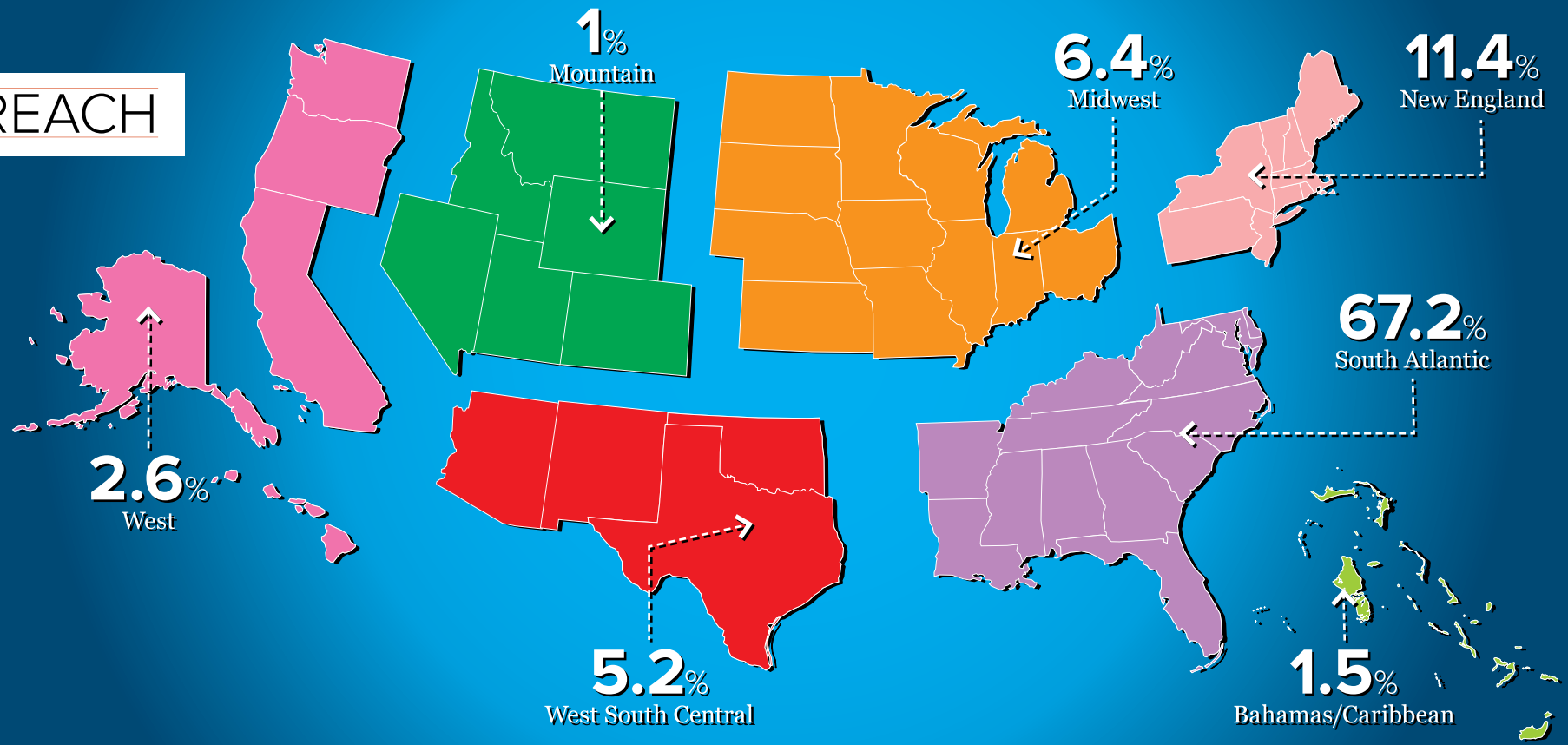
Trends in Electronics

Technology ■ Gadgets
Trends ■ Gear

DIY

Upgrades ■ Finishes
Haul Out ■ Safety
At Ease in the Galley

REACH



500,000+
Qualified buyers across our channels

61,000
Email subscribers

42%
Percent of readers that reside in multiple regions

International readership
50 states and 16 countries

83,425
Subscribers/Circulation

21,562
Total social media audience (paid promotion available)

17%
Percent of readers that relocate their boat seasonally

Facebook
SouthernBoatingMagazine

1.38 Million
Average monthly web impressions

Instagram
SouthernBoatingMag

YouTube
Southern Boating



JANUARY—Readers' Choice Awards

- Destination: Spanish Virgin Islands



FEBRUARY—A Weekend in Miami

- Miami Boat Show Preview
- Destination: Bermuda



MARCH—Maintenance/Refit Guide

- Tender/RIB Buyer's Guide
- Destination: Lake Superior



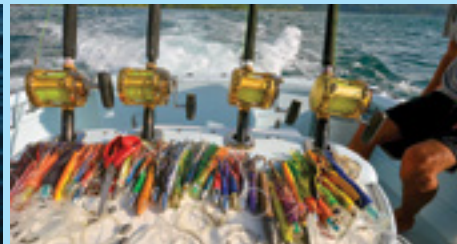
APRIL—The Bahamas Issue

- Catamaran Buyer's Guide
- Destination: The Exumas Chain



MAY—Center Console Buyer's Guide

- Destination: Great Loop (Mississippi River segment)



JUNE—Fishing Issue

- Sportfisherman Buyer's Guide
- Destination: Florida Keys



JULY—American Ingenuity

- Top Boats for Families (Sport, Weekends, Cruising)
- Top 10 Kid-Friendly Destinations



AUGUST—Marinas/Shipyards

- Destination: Cruising Location by Region



SEPTEMBER—Lobster Boat Buyer's Guide

- Island Escapes (Caribbean Chain)
- Destination: ABC Islands



OCTOBER—Ft. Lauderdale Boat Show

- Marine Artists
- Destination: Amelia Island, FL to Beaufort, NC



NOVEMBER—Holiday Gift Guide

- Sport/Express Cruiser Buyer's Guide
- Destination: Maine



DECEMBER—Charter, Travel, & Food

- Long-Range Cruisers
- Destination: Charter Itineraries (TBD)

EDITORIAL CALENDAR 2025

For more information on due dates and pricing, contact your sales representative. Please be aware that editorial is subject to change.

THE MAGAZINE



Circulation

- 12 issues annually
- 83,425 monthly
- Bonus distribution at yacht clubs, resorts, marinas, and exclusive events.

Demographics

- Average HHI: \$425K
- 75% are 45 years or older
- Male: 71% ■ Female: 29%
- 72% own a boat or yacht
- 43% own 2+ homes

Print Opportunities

- Spread, full, half
- Marketplace (quarter page)
- Advertorial

Digital Magazine Opportunities

- Digital spreads, full, and half pages
- Marketplace
- Rich media (video)
- Issue sponsorship
- Sponsored content

OUR WEBSITE



Circulation

- 157,880 average monthly digital audience
- 6.1 average events per session
- 2.4 average pages per session
- 30,000 average new users per month

Demographics

- Average HHI: \$275K
- Average age: 51
- Male: 74% ■ Female: 26%

Opportunities

- Banner ads
- In-article ads
- Pop-up ads
- Marketplace
- Advertorial



Scan to see examples of placement opportunities

EMAIL



Distribution

- Weekly 2x (every Wednesday and Saturday)

Circulation

- 61,000 subscribers
- 28% open rate

Weekly newsletter opportunities

- Banner ads (in various sizes)
- In-article ads
- Sponsored

Dedicated email

- Custom content
- Advertorial
- Retargeting

SOCIAL MEDIA



Platforms

- Facebook
- Instagram
- YouTube

■ Engagement:
21,562

Opportunities

- Promoted posts
- Custom content
- Retargeting

- GeoFencing
- Consulting



Scan to see examples of placement opportunities

STREAMING MEDIA



Digital Streaming Options

Dive into the digital age with *Southern Boating's* multifaceted streaming platforms. Our offerings are tailored to provide advertisers with a dynamic and engaging medium to showcase their products and services to a dedicated audience of boating enthusiasts.

YouTube & Podcasts:

- **Sponsored Episodes:** Engage our audience with your product's unique story.
- **In-Episode Ads:** Integrate your offering seamlessly within our content.
- **Expert Conversations:** Dive deep into topics, positioning yourself as an industry leader.

Promotional Boost:

Every episode, whether it's a sponsored segment or an expert conversation, receives extensive promotion across our digital ecosystem. This includes features on our social media channels, mentions in our digital newsletters, spotlight in the "On the Web" section of our print publication, and prominent placement on our website.

Harness the power of digital streaming with Southern Boating and connect with our audience like never before.

SPONSORED CONTENT



Your brand written by *Southern Boating*

Southern Boating Media delivers full-scale storytelling and design solutions for your brand. Our in-house team produces and distributes award-winning content across print, digital, social, video, and more. Awareness, interest, and action are generated for your brand with our large reach.

Opportunities

- Product advertisement
- Custom content
- Sponsored social media
- Giveaway contests
- Events



Scan to see examples of placement opportunities

SOUTHERN[®] BOATING_{LLC}

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See how *Southern Boating* compares