

Our readers use their boat for long-distance cruising

50%

SOUTHERN[®] BOATING

55%

Of our readers own more than one boat or yacht

— 2016 EDITORIAL CALENDAR —

Bringing you the best of the cruising lifestyle since 1972

For more than 40 years, boating, cruising and fishing enthusiasts have turned to *Southern Boating* for entertainment, information, inspiration and qualified opinions related to the boating lifestyle, specializing in boats up to 100 feet and all the fun that goes with them. With one of the highest editorial-to-ad page ratios in the publishing industry, *Southern Boating* caters to our readers' wide variety of interests in every issue. We feature 12 individual themes in our 2016 Editorial Calendar, each issue specially designed to help readers connect with what's most important to them in their boating lifestyle, both on and off the water.

Issue	Features/Boats/ Destinations	Boat Shows/Events	Issue	Features/Boats/ Destinations	Events/ Boat Shows
JAN	Waterfront Real Estate Destinations: Savannah, GA; Southwest FL	Ocean Reef Vintage Weekend	JUL	Annual Fishing Issue; Center Console Buyers Guide Destinations: Gulf Coast; Block Island, RI	
FEB	Annual Miami International Boat Show Preview Destinations: Coral Gables, FL; South America	Miami Boat Show	AUG	Trailing Guide; Marina Guide Destinations: Florida's Mini Loop; Washington, DC	Newport Boat Show
MAR	Annual Haul Out Guide Destinations: Caribbean; Texas	Palm Beach Boat Show	SEP	Charter Issue; Downeast Buyers Guide Destinations: Caribbean; Philadelphia, PA	Annapolis Boat Show
APR	44th Annual Swimsuit Issue Destinations: North Carolina; Florida Keys		OCT	Annual Ft. Lauderdale Boat Show Preview-Part I-Boats Destinations: FL Atlantic Coast; South Pacific	Ft. Lauderdale Boat Show
MAY	Annual Bahamas Issue Destination: Bahamas		NOV	Ft. Lauderdale Boat Show Preview Part II-Engines & Accessories Destinations: Eastern Seaboard; Florida Gulf Coast	St. Petersburg Boat Show
JUN	Family Cruising Guide & Rendezvous; Trawler Buyers Guide Destinations: Inland Lakes & Rivers; Caribbean		DEC	Annual Gift Guide for Luxury & Electronics Destinations: Caribbean; Venice, FL	Stuart Boat Show

Editorial Calendar is subject to change without notice. Contact the Editorial Department for the most recent calendar.

