

# SOUTHERN BOATING & YACHTING

## MEDIA KIT



# MEDIA KIT

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Since 1972, Southern Boating & Yachting has been enriching the lives of those passionate about boating and living amongst the magnificent waters that surround us. Each issue includes editorial and beautiful imagery of vessels 30-120 feet; cruising destinations; innovative marine products; groundbreaking electronics; projects for the do-it-yourselfer; interesting interviews; boating events; scrumptious recipes; regional updates and much more. Our pages encompass the adventure, luxury and unique spirit that the nautical lifestyle evokes, inspiring further passion with each issue.

Our multi-platform offerings include the print magazine, digital magazine, website, email programs, social media, events, and more.

Southern Boating & Yachting

*More than a location, it's a way of life*

# SOUTHERN BOATING & YACHTING

## CONTENT



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## VIEW FROM THE PILOTHOUSE

publishers opinion • industry news • legislation • advice

## BOATS

motor yachts • center consoles • trawlers • express cruisers

## DESTINATIONS

marinas • resorts • city & town profiles • regional reports

## LIFESTYLE

yacht decor • fashion • shopping • resources • real estate

## EQUIPMENT

diy • engine room • technology • gadgets • electronics

## FOOD & DRINK

galley recipes • cocktails • restaurants • entertaining

## HUMAN INTEREST

sea watch • scuttlebutt • people • events

# SOUTHERN BOATING & YACHTING

READERS



# READERS

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A rapidly growing community of readers look to Southern Boating to enrich their passion for all things on the water. They are not only boating enthusiasts, but are also passionate about travel, technology, luxury goods and environmental issues.

## Readers are affluent and prioritize their lifestyle

- 89% own a boat (55% own multiple boats)
- 43% own 2+ residences
- 50% use their boat for long-distance cruising
- 57% regularly engage in world travel
- 84% use a smartphone
- 45% dine out 3+ times per week
- 86% own a luxury vehicle (59% buy new every 3 years)

## A passionate and loyal audience

- 89% have subscribed for more than 6 years
- 82% read the magazine the day they receive it or within a few days
- 50% prefer to only read Southern Boating vs. other boating magazines

ISSUES PER YEAR: 12

RATE BASE: 38,000

TOTAL AUDIENCE: 171,000\*

AGE: 93% are 35+

GENDER: 73% Male / 27% Female

AVERAGE HHI: \$303,000

AVERAGE NET WORTH: \$2,255,000

\* Based on historical pass-along rates

# SOUTHERN BOATING & YACHTING

REACH



# REACH

Southern Boating & Yachting delivers a national audience of 2,052,000\* annually. This audience is educated, affluent and one of the most loyal in the industry. Readers hail from all 50 states and recognize Southern Boating's relevance no matter where they live.



\* Based on historical pass-along rates



# SOUTHERN BOATING & YACHTING

EDITORIAL CALENDAR



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JANUARY	Waterfront Real Estate • Ocean Reef Vintage Weekend • Destination: Carrabelle, FL
FEBRUARY	Miami Int'l Boat Show Preview • Destination: South America
MARCH	Annual Haul Out Guide • Palm Beach Boat Show • Destinations: Caribbean; Texas
APRIL	29 <sup>th</sup> Annual Swimsuit Issue • Destination: Florida Gulf Coast
MAY	Annual Bahamas Issue • Destination: Bahamas
JUNE	Family Cruising Guide & Rendezvous • Trawler Buyers Guide • Destination: Annapolis, MD
JULY	Annual Fishing Issue • Center Console Buyers Guide • Destinations: Beaufort, NC; Washington DC
AUGUST	Trailer Guide • Newport Boat Show • Destinations: Chicago, IL; Inland Lakes & Rivers
SEPTEMBER	Charter Issue • Downeast Buyers Guide • Annapolis Boat Show • Destinations: Grenadines; Philadelphia
OCTOBER	Fort Lauderdale Boat Show Preview (Part1) Boats • Destinations: South Florida; Florida Gulf Coast
NOVEMBER	Fort Laud. Boat Show (Part2) Engines & Acc • St Pete Boat Show • Destinations: Eastern Seaboard; South Pacific
DECEMBER	Annual Gift Guide – Luxury Items & Electronics • Stuart Boat Show • Destinations: Caribbean; Venice, FL

# SOUTHERN BOATING & YACHTING

PRINT & DIGITAL MAGAZINE



# SOUTHERN BOATING

## PRINT & DIGITAL MAGAZINE

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Southern Boating & Yachting is the only super-regional publication with predominantly paid circulation. Our growing digital presence is in addition to a steady print base and promoted within all initiatives. A fresh perspective with content and creative provides a platform for both loyalty and growth of new audiences

NUMBER OF ISSUES PER YEAR

12

TOTAL ANNUAL AUDIENCE

2,052,000\*

TOTAL MONTHLY AUDIENCE

171,000\*

RATE BASE

38,000

### **DISTRIBUTION INCLUDES:**

- Paid Subscribers – mailed & digitally
- Distribution to high-net-worth individuals
- Newsstands and Book Stores
- Online Subscription Services
- Resorts & Hotels
- Marinas & Shipyards
- Marine Specialty Stores
- Luxury Boutiques
- Airports & Train Stations
- Real Estate Brokers
- Physicians Offices
- Boat Shows and VIP Events

\* Based on historical pass-along rates

# SOUTHERN BOATING & YACHTING

NEWSLETTERS



# NEWSLETTERS

Southern Boating & Yachting offers 3 email/newsletter products to stay connected with its loyal enthusiasts. Our reader/subscriber database of more than 22,000 boasts a higher rate of opens and clicks than most national publications within the yachting industry.

	#1 Southern Exposure	#2 Presented By Southern Boating	#3 Southern Exposure Sponsored Edition
Description	Multi-Topics from Southern Boating	Advertiser content sent by Southern Boating	Features one advertiser in an editorial format
Open Rate	22%	25%	26%
Ad Sizes	250x250 or 728x90	Entire creative	160x600 or 720x300
Rate	\$500 - \$700 per ad	\$2600 per newsletter	\$2800 per newsletter



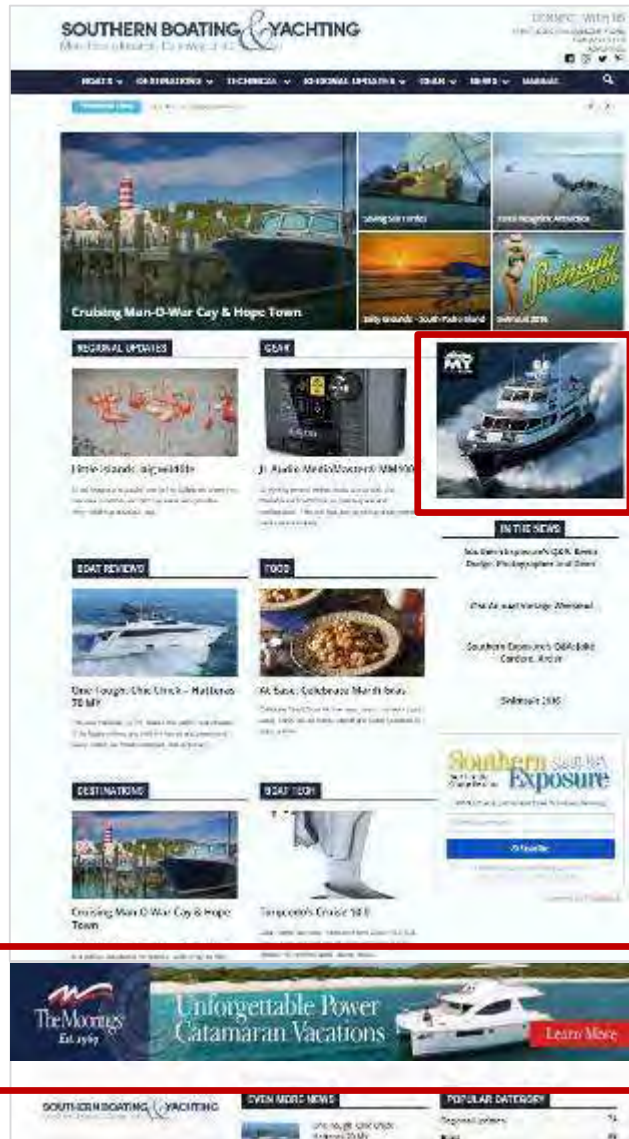
SOUTHERN BOATING & YACHTING

WEBSITE



# WEBSITE

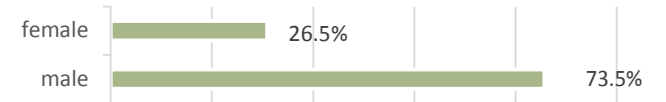
Southernboating.com is a further extension of engagement with our readers. It provides the perfect platform for subject matter research, boat reviews, travel destinations, cooking and lifestyle insight for both the novice and the expert.



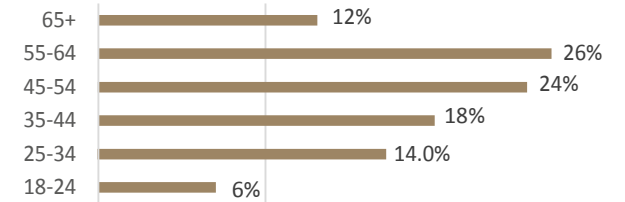
300 x 300  
\$700/mo

728 x 90  
\$500/mo

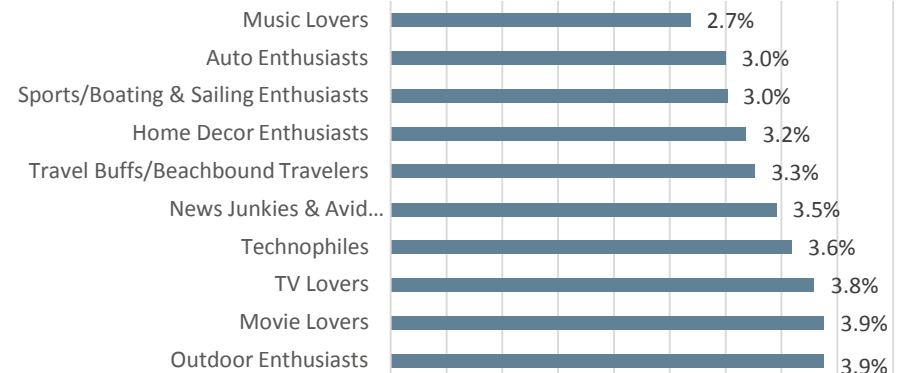
## Gender



## Age



## Interests





# SOUTHERN BOATING & YACHTING





## SOCIAL MEDIA



# SOCIAL MEDIA

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Southern Boating & Yachting has great influence with boating and yachting enthusiasts. Social Media followers and participants are growing rapidly as we engage with the next generation of yachtsmen and those interested in all things marine.

	<b>Facebook</b>	<b>Twitter</b>	<b>Instagram</b>	<b>Pinterest</b>
				
Handle	Southern Boating Magazine	@SBMagazine14	southernboating1972	southernboating
Frequency	5x/week	2x/week	5x/week	2x/week
Reach	3256	544	540	165
Rate	\$500	\$300	\$300	\$300

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## Types of Posts

Trending Now

▪

Feel Good / Encouragement

▪

DIY Projects

▪

Events and Happenings

▪

New Products and Services

# SOUTHERN BOATING & YACHTING

## ADVERTISER PROFILE



# ADVERTISER PROFILE

71% are national level companies  
35% have purchased more than 100 ads  
45% are boat manufacturers  
40% are marine-related products or services  
15% are non marine-related products or services



# SOUTHERN BOATING & YACHTING

## RATES



# RATES

<b>Magazine Print &amp; Digital</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>12X</b>
Full Page	\$10,365	\$9,560	\$8,870	\$8,165
2/3 Page Vertical	\$9,395	\$8,260	\$7,735	\$7,165
1/2 Page Island	\$8,470	\$7,480	\$7,005	\$6,450
1/2 Page Horizontal Vertical	\$7,735	\$6,765	\$6,350	\$5,865
1/3 Page Square Vertical	\$6,660	\$5,755	\$5,400	\$5,130
1/4 Page Vertical	\$5,655	\$5,190	\$4,805	\$4,085
Inside Cover	\$11,770	\$10,375	\$10,060	\$8,945
Inside Back Cover	\$10,715	\$10,015	\$9,430	\$8,745
Back Cover	\$13,325	\$11,100	\$10,650	\$8,520
Classified (minimum 2 inches)	\$100 per column inch	\$100 per column inch	\$100 per column inch	\$100 per column inch

<b>Newsletters / Website / Social Media</b>	<b>1X (monthly)</b>
Website Side Banner – 300x300	\$700
Web Anchor Banner – 728x90	\$500
Newsletter Banner – 250x250 or 728x90	\$700
Sponsored Newsletter – Editorial plus 160x600 banner	\$2,800
Dedicated Email to Southern Boating Distribution List	\$2,600
Facebook, Twitter & Instagram Posts	\$300 - \$500

# SOUTHERN BOATING & YACHTING

## SPECIFICATIONS



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Print Ad Sizes	Bleed	Non-Bleed
Full Page & Cover	8.375" x 11"	7" x 10"
Full Page Spread	16.5" x 11"	N/A
2/3 Page Vertical	8.125" x 10.75"	4.625" x 10"
1/2 Page Island	N/A	4.625" x 7.5"
1/2 Page Horizontal	8.375" x 5.5"	7" x 4.875"
1/2 Page Vertical	4.125" x 11"	3.375" x 10"
1/2 Page Horizontal Spread	16.5" x 5.75"	N/A
1/3 Page Square	N/A	4.625" x 4.875"
1/3 Page Vertical	N/A	2.25" x 10"
1/4 Page Vertical	N/A	3.375" x 2.375"
1/8 Page Horizontal	N/A	3.375" x 2.375"
Classified Horizontal	N/A	3.5" x 1.425"
Classified Vertical	N/A	1.6875" x 3"
Classified Square	N/A	3.5" x 3"
Digital Ad Sizes	Dimensions	
Newsletters / Email	250x250, 728x90, 160x600, 720x300	
Website Banners	300x300 and 728x90	
Social Media	974x300, 1080x1080 and 500x750	

## Material Specifications

Below is a list of acceptable digital file formats, in order of preference:

**PDF/X-1A PDF files** must have all fonts and images embedded. Images must be CMYK or grayscale and have a maximum resolution of 300 dpi. When creating the PDF, set registration marks to 12pt (or 0.125") offset. Make sure that layers and transparency items are flattened when saving the file as a PDF.

**ILLUSTRATOR EPS** Files should contain only the colors to be printed and should be saved as CMYK or grayscale. All type must be converted to outlines. Images must be 300 dpi and embedded in the file.

**PHOTOSHOP FILES** Files must have a resolution of 300 dpi and must be saved in CMYK or grayscale. All layers must be flattened and the file saved as a TIFF format.

**INDESIGN FILES** We accept native InDesign files if the following criteria have been met: All images must be 300 dpi AND CMYK; all images and fonts must be "packaged."

Black-and-white ads must be submitted with a laser proof made directly from the customer's final file.

When submitting a file, use this naming convention: AdvertIssueYear.file extension; (example: SmithMarinaOct13.pdf). Do not use "SouthernBoating" in the file name.

Advertising materials can be emailed to [jenilee@southernboating.com](mailto:jenilee@southernboating.com). Files can also be uploaded to our FTP site: <ftp.southernboating.com>, User ID: [SBadvertising@southernboating.com](mailto:SBadvertising@southernboating.com), Password: SouthernBoating (case sensitive). If you use the FTP site, email [jenilee@southernboating.com](mailto:jenilee@southernboating.com) to notify us that the file has been uploaded and include the file name. If you have any questions, please contact Jenilee Pharo at 954.522.5515.



# CONNECT WITH US

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