

SOUTHERN BOATING & YACHTING

2017 MEDIA KIT



MEDIA KIT

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



CONTENT

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 • restaurants

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 • industry news

SOUTHERN BOATING & YACHTING

READERS



READERS

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

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	Finance Advice • Interiors & Lighting • Destination: Savannah, GA; Venice, FL
FEBRUARY	Miami Int'l Boat Show Preview • Destinations: Coral Gables, FL; Central/South America
MARCH	Annual Haul Out Guide • Palm Beach Boat Show • Refits • Destinations: Martinique; Gulf of Mexico
APRIL	31st Annual Swimsuit Issue • Watersports & Toys • Destination: Top Waterfront Resorts
MAY	Annual Bahamas Issue • Destination: Bahamas
JUNE	Fishing Tournaments; Sportfish Buyers Guide • Destinations: Mid-Atlantic; Montauk, Long Island, NY
JULY	Annual Center Console Buyers Guide • Destinations: South Florida; Great Lakes
AUGUST	Power Guide • Newport Boat Show • Restorations • Inflatables • Destinations: FL Panhandle; Newport, RI
SEPTEMBER	Charter Guide • SCUBA • Annapolis Boat Show • Destinations: Caribbean; Pacific Northwest
OCTOBER	Fort Lauderdale Boat Show Preview (Part1) Boats • Destinations: Florida Atlantic Coast; Europe
NOVEMBER	Fort Laud. Boat Show (Part2) Engines & Acc • St Pete Boat Show • Destinations: Charleston, SC; Tarpon Springs, FL
DECEMBER	Annual Gift Guide & New Electronics • Downeast Guide • Stuart Boat Show • Destinations: Caribbean; SW, FL

SOUTHERN BOATING & YACHTING

PRINT & DIGITAL MAGAZINE



SOUTHERN BOATING PRINT & DIGITAL MAGAZINE

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 30,500 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	12.0%	11.2%	13.4%
Ad Sizes	250x250 or 728x90	Entire creative	160x600 or 720x300
Rate	\$700 per ad	\$2800 per newsletter	\$3000 per newsletter

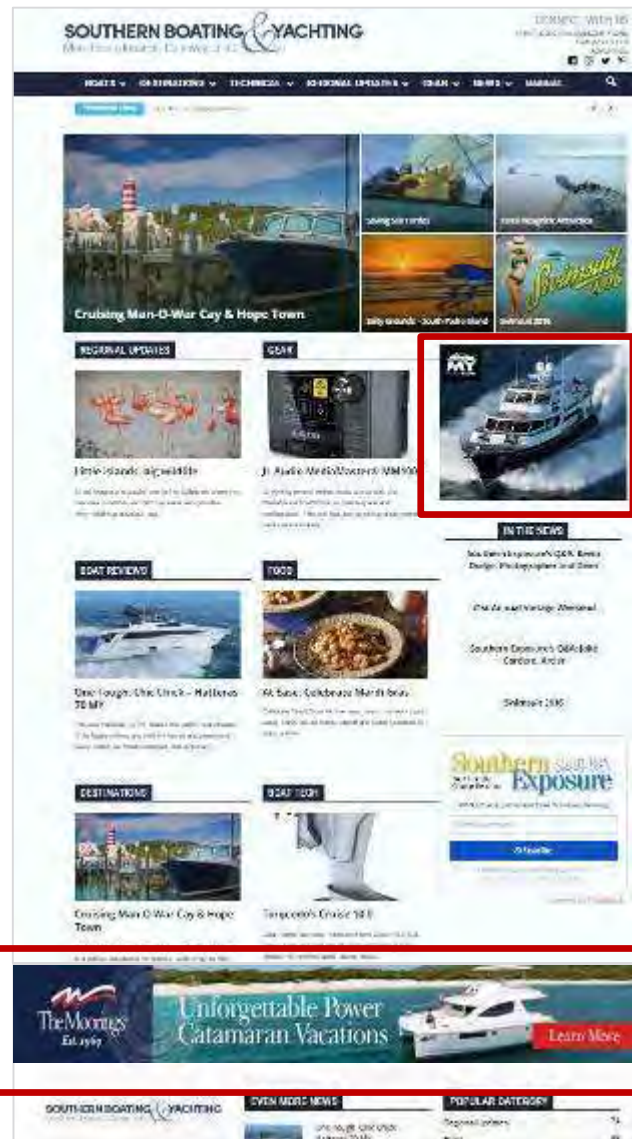
SOUTHERN BOATING & YACHTING

WEBSITE



WEBSITE

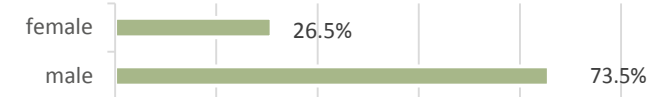
Southernboating.com is a further extension of engagement with our readers. It provides the perfect platform for subject matter research, boat reviews, travel destinations, cooking and lifestyle insight for both the novice and the expert.



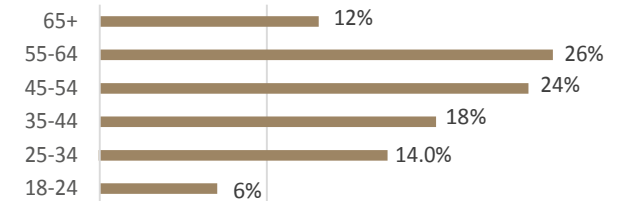
300 x 300
\$700/mo

728 x 90
\$500/mo

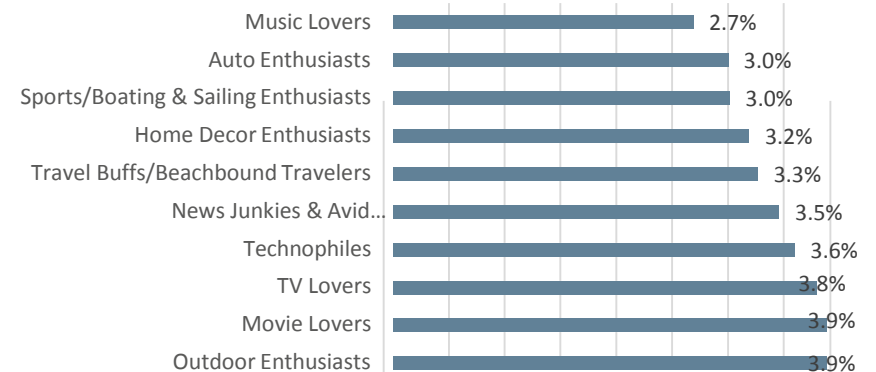
Gender



Age



Interests








SOUTHERN BOATING & YACHTING

SOCIAL MEDIA

SOCIAL MEDIA

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.

	Facebook	Twitter	Instagram	Pinterest
				
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

Types of Posts

- Trending Now
- Feel Good / Encouragement
- DIY Projects
- Events and Happenings
- New Products and Services

SOUTHERN BOATING & YACHTING

ADVERTISER PROFILE



SOUTHERN BOATING 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

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. Files can also be uploaded to our FTP site: <ftp.southernboating.com>, User ID: SBadvertising@southernboating.com, Password: SouthernBoating (case sensitive). If you use the FTP site, email 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.

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