

# SOUTHERN BOATING & YACHTING

2017 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 • 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

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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

# 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



# EDITORIAL CALENDAR

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

# 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                          |



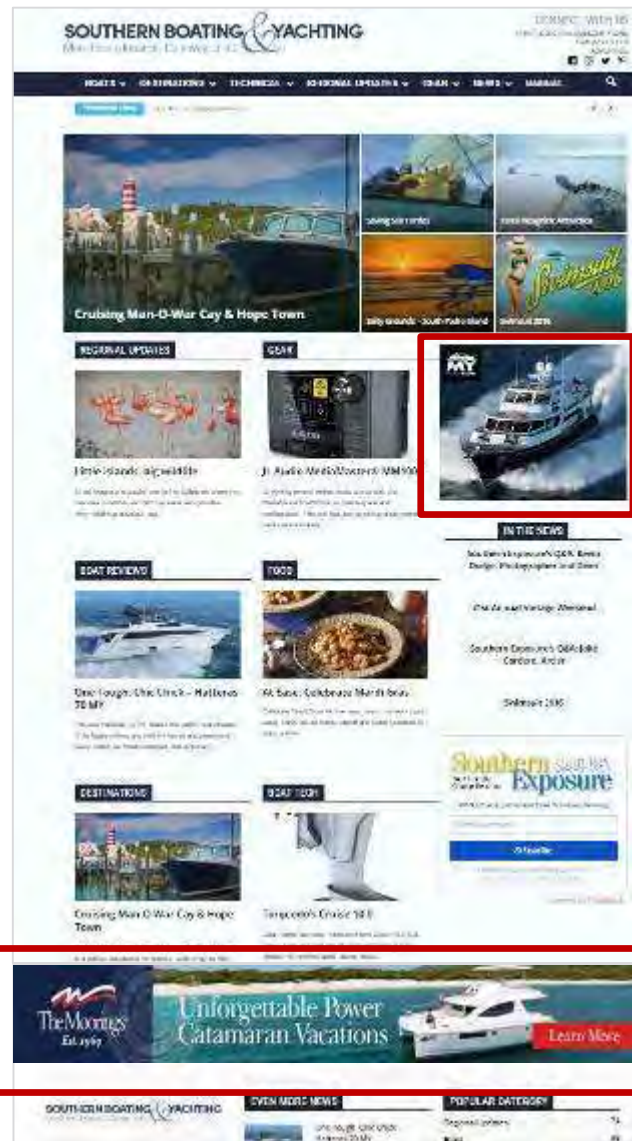
SOUTHERN BOATING & YACHTING

WEBSITE



# WEBSITE

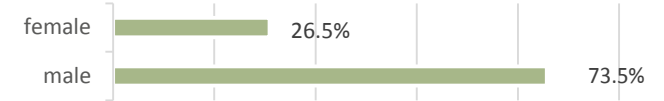
Southernboating.com is a further extension of engagement with our readers. It provides the perfect platform for subject matter research, boat reviews, travel destinations, cooking and lifestyle insight for both the novice and the expert.



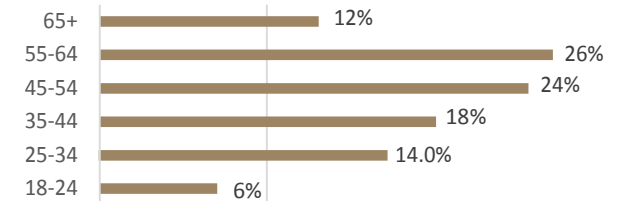
300 x 300  
\$700/mo

728 x 90  
\$500/mo

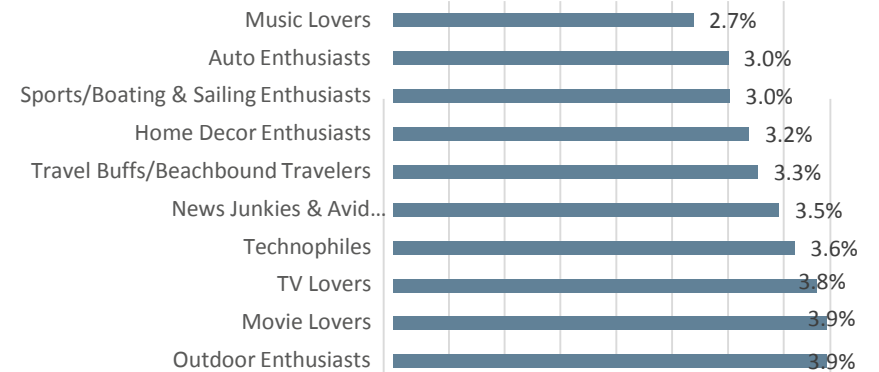
## Gender



## Age



## Interests









# SOUTHERN BOATING & YACHTING

## SOCIAL MEDIA



# SOCIAL MEDIA

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   |

## 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

## RATES



# RATES

## Magazine Print & Digital

Please contact for print rates and multi-channel bundled opportunities

## Newsletters / Website / Social Media

1X (monthly)

|   |               |
|---|---------------|
| 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, 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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