

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

motoryachts • center consoles • trawlers • express cruisers • inflatables • downeast

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)
- 42% own a boat 40' or larger
- 43% own 2+ residences
- 89% use their boat for cruising
- 47% use their boat for fishing
- 57% regularly engage in world travel
- 94% entertain onboard
- 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: 41,000

TOTAL AUDIENCE: 171,000*

AGE: 82% are 45+

GENDER: 71% Male / 29% Female

AVERAGE HHI: \$325,000 AVERAGE

NET WORTH: \$2,755,000

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

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	30th 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

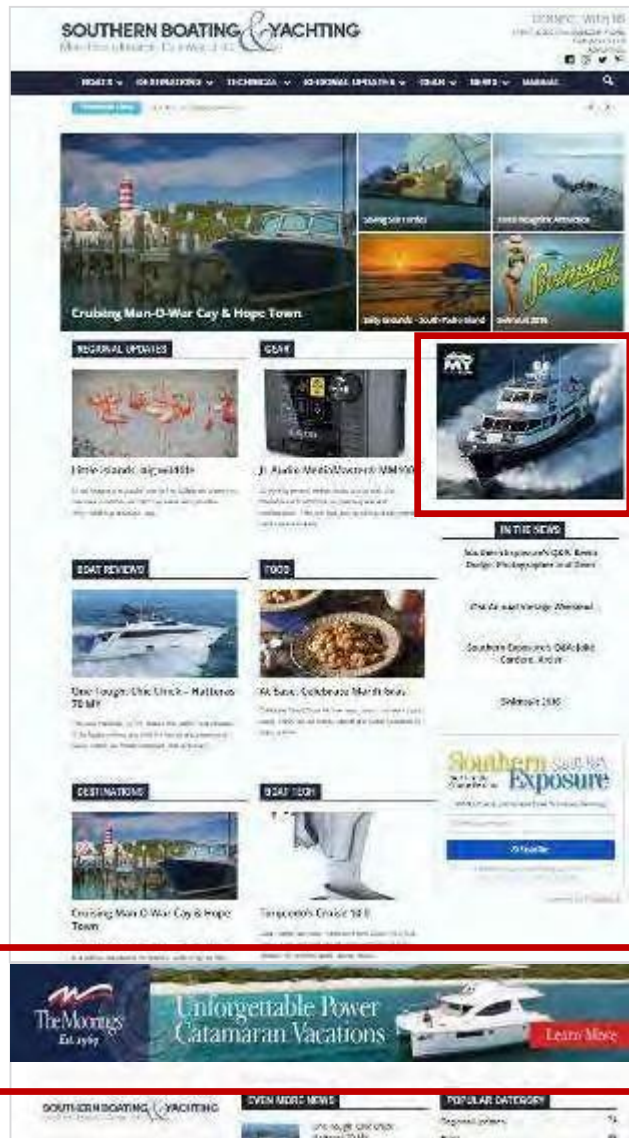
SOUTHERN BOATING & YACHTING

WEBSITE



WEBSITE

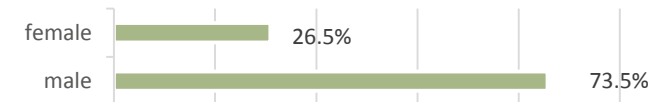
Southernboating.com is a further extension of engagement with our readers. It provides the perfect platform for subject matter research, boat reviews, travel destinations, cooking and lifestyle insight for both the novice and the expert.



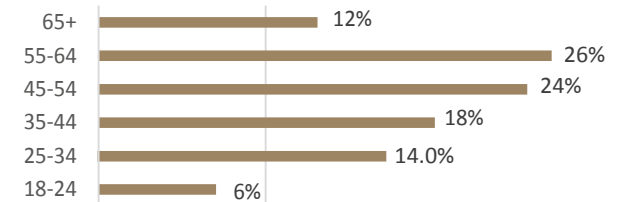
300 x 300
\$700/mo

728 x 90
\$500/mo

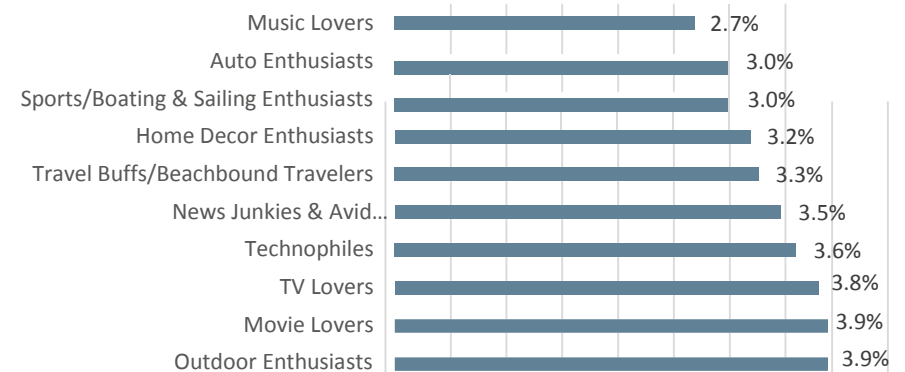
Gender



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.

Our audience's gross annual income of at least \$1 Million

14%

SOUTHERN[®] BOATING

58%

Our readers share their copy of Southern Boating with friends

— ADVERTISING RATES —

2016 ADVERTISING RATES

BLACK & WHITE	1x	3x	6x	12x
Full Page	\$7,620	\$6,470	\$5,850	\$5,220
2/3 Page Vert.	6,595	5,815	4,980	4,430
1/2 Page Island	5,535	4,610	3,970	3,695
1/2 Page Horiz./Vert.	4,715	4,185	3,580	3,350
1/3 Page Sq./Vert.	3,530	2,985	2,730	2,485
1/4 Page Vert.	3,135	2,775	2,445	2,110
1/8 Page Horiz.	1,860	1,570	1,395	1,265

FOUR-COLOR	1x	3x	6x	12x
Full Page	\$10,365	\$9,560	\$8,870	\$8,165
2/3 Page Vert.	9,395	8,260	7,735	7,165
1/2 Page Island	8,470	7,480	7,005	6,450
1/2 Page Horiz./Vert.	7,735	6,765	6,350	5,865
1/3 Page Sq./Vert.	6,660	5,755	5,400	5,130
1/4 Page Vert.	5,655	5,190	4,805	4,085

Four-Color ads must be submitted as CMYK, and max. resolution of 300 dpi.

Five-Color: Pantone matches, metallic, etc: Rates upon request.

COVERS	1x	3x	6x	12x
Cover 2	\$11,770	\$10,375	\$10,060	\$8,945
Cover 3	10,715	10,015	9,430	8,745
Cover 4	13,325	11,100	10,650	9,520

WEB RATES

CONTACT FOR CURRENT NEW WEBSITE ADVERTISING RATES

E-NEWSLETTER RATES

486 x 60 pixels	\$150 per month	125 x 250 pixels	\$75 per month
125 x 125 pixels	\$50 per month		

CLASSIFIED ADVERTISING RATES

All ads are \$90 per column inch (minimum 2 inches). A typical column inch will accommodate 30 words in small type. Photos and color may be added for an additional charge of \$25.

Ask us about discounted quarter-page fixed format rates and section sponsorships.

ADVERTISING TERMS & CONDITIONS

NOTES ON RATES

Furnished Inserts

If furnished complete: earned black and white rate times number of pages less 20%, plus binding charges. Prices are subject to change without notice. Ask for details on larger inserts and gate folds.

Cancellations

Contracts for cover, color pages, special position, inserts and gate folds are uncancellable. Contracts except for color may be discontinued by either party on 30 days prior written notice. The publisher reserves the right to cancel any contract if the advertiser or agency fails to pay accounts when due and to readjust the space used at current rates.

Classified Rates

Display Advertising \$90 per column inch. Minimum two inches. Additional \$20 charge per photo if needed. No discount or agency commission. Page is four columns, each column is 1 5/8" wide.

Commission and Cash Discount

Display advertising subject to 15% agency commission. No commission on brokerage or classified advertising. All orders for space are accepted subject to our credit requirements.

Frequency Discounts

3, 6-, and 12-time rates earned by number of separate issues used within a 12-month period. Different size units may be used to earn a frequency rate.

Disclaimers

Southern Boating reserves the right to edit or reject any advertisement deemed misleading or objectionable or which does not conform to requirements. Advertiser and advertising agency assume liability for all content (including text, representations, and illustrations) of advertisements printed and also assume full responsibility for any and all claims arising therefrom made against the publisher. No rebate will be allowed for errors in key numbers or indexing advertisements. Publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with publisher's policies.

GENERAL CONDITIONS

A. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reasons of any claims arising out of publication.

B. Conditions, other than rates, are subject to change by publisher without notice.

C. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time.

D. Positioning of advertisements is at the discretion of the publisher except when a request for a specific preferred position is acknowledged by publisher in writing. Special positions, limited availability, at 10% extra.

E. Publisher shall have no liability for errors in key numbers or advertiser's index.

F. Cancellations or changes in orders may not be made by the advertiser or its agency after the closing date.

G. The publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agent ordered and which advertising was published.

H. No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of this rate card.

330 N. ANDREWS AVENUE | FORT LAUDERDALE, FLORIDA 33301 | SOUTHERNBOATING.COM | 954.522.5515

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