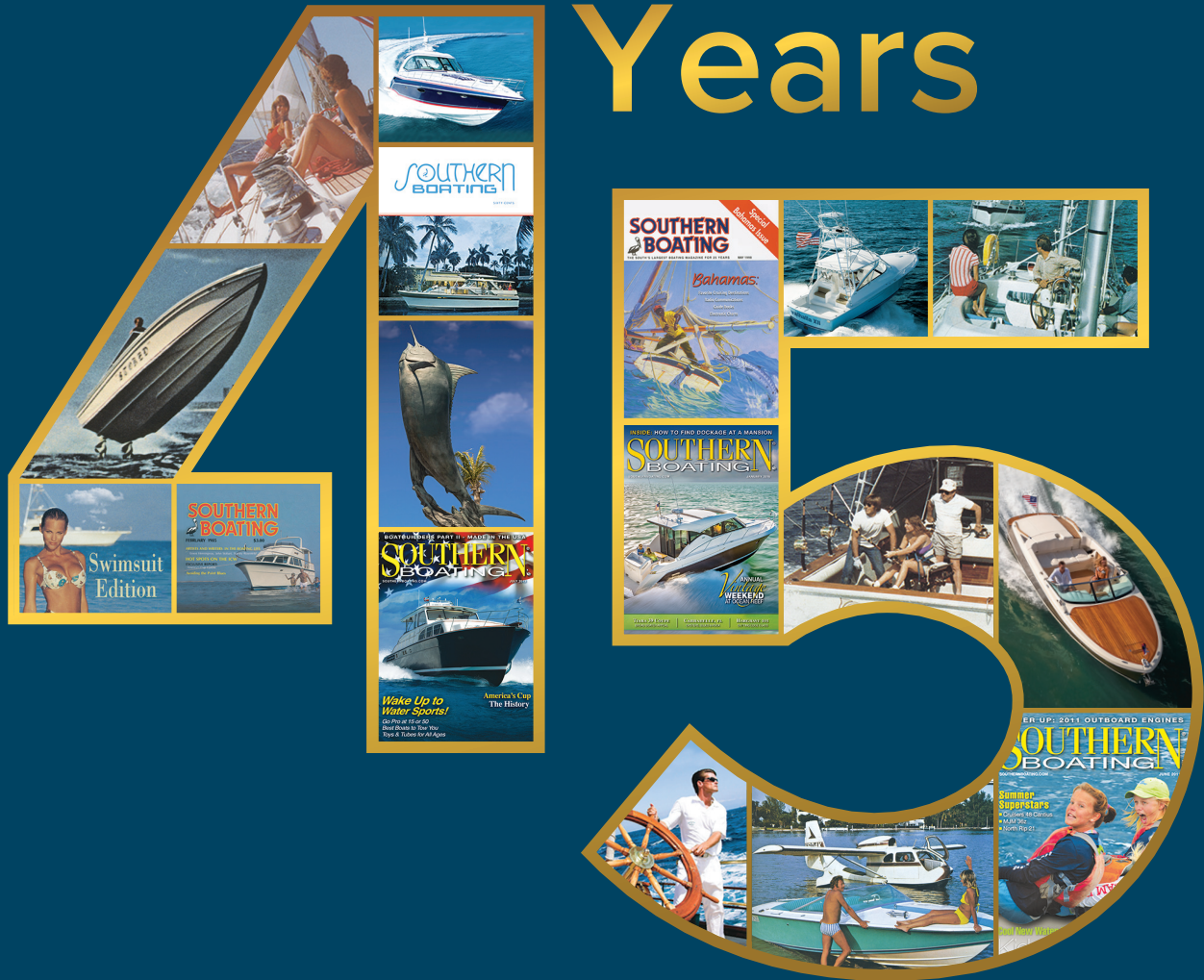


MORE THAN A LOCATION, IT'S A WAY OF LIFE

SOUTHERN[®] BOATING[™]

Years



2018 Media Kit

Established in 1972, Southern Boating enriches the lives of those passionate about boating and the lifestyle it offers. Each issue includes interesting articles with beautiful imagery of vessels 30-120 feet; cruising destinations; innovative marine products; the latest in electronics and technology; projects for the do-it-yourselfer; interesting interviews; a calendar of boating events; scrumptious recipes; regional updates and 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 monthly print and digital magazines (Southern Boating Magazine), weekly e-newsletter (Southern Exposure), website, email programs, social media and events, all of which offer a variety of advertiser content opportunities.

2018 EDITORIAL CALENDAR

MONTHS	THEMES & EVENTS	SPACE RESERVATION DEADLINE
January	Wellness & Fitness Marina-Resorts Sanibel/Captiva Islands, FL, Montage Palmetto Bluff, SC	12/01/2017
February	Miami International Boat Show; Miami River, Ft Myers, FL	01/01/2018
March	Annual Haul Out Guide; Palm Beach Boat Show Southern Caribbean, Four-Season Destinations	02/01/2018
April	The Swimsuit Issue; Bimini, Bahamas	03/01/2018
May	Annual Bahamas Cruising Guide	04/02/2018
June	Family Cruising; Cape Canaveral, FL; Pacific Northwest	05/01/2018
July	Center Console Buyers Guide; Mid-Atlantic, Block Island, NY	06/01/2018
August	Entertaining, Food & Wine; Newport Boat Show New Orleans, LA, Cape May, NJ	07/02/2018
September	Restorations, Refits & Décor; Annapolis Boat Show; Southwest US Lakes, Maine	08/01/2018
October	Fort Lauderdale International Boat Show; St Johns River, FL, Texas	08/31/2018
November	Luxury Cruising & Holiday Gift Guide; St. Pete Boat Show; Eastern Seaboard, South Pacific	10/01/2018
December	Power & Electronics Guide; Stuart Boat Show; Caribbean	11/01/2018

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

50%

USE THEIR BOAT FOR LONG-DISTANCE CRUISING

57%

REGULARLY ENGAGE IN WORLD TRAVEL

94%

ENTERTAIN ONBOARD

45%

DINE OUT 3+ TIMES PER WEEK

86%

OWN A LUXURY VEHICLE

59%

BUY NEW LUXURY VEHICLE EVERY 3 YEARS

68%

ATTEND BOAT SHOWS

25%

ENJOY CHARTERING

46%

TRAVEL MORE THAN 9 TIMES A YEAR

33%

INTEND ON BUYING A BOAT IN THE NEXT 3 YEARS

65%

KEEP THEIR BOAT AT A MARINA

12

ISSUES PER YEAR

155,672

CIRCULATION

311344*

TOTAL MONTHLY AUDIENCE

82% are 35+

AGE

71% Male / 29% Female

GENDER

\$320,000

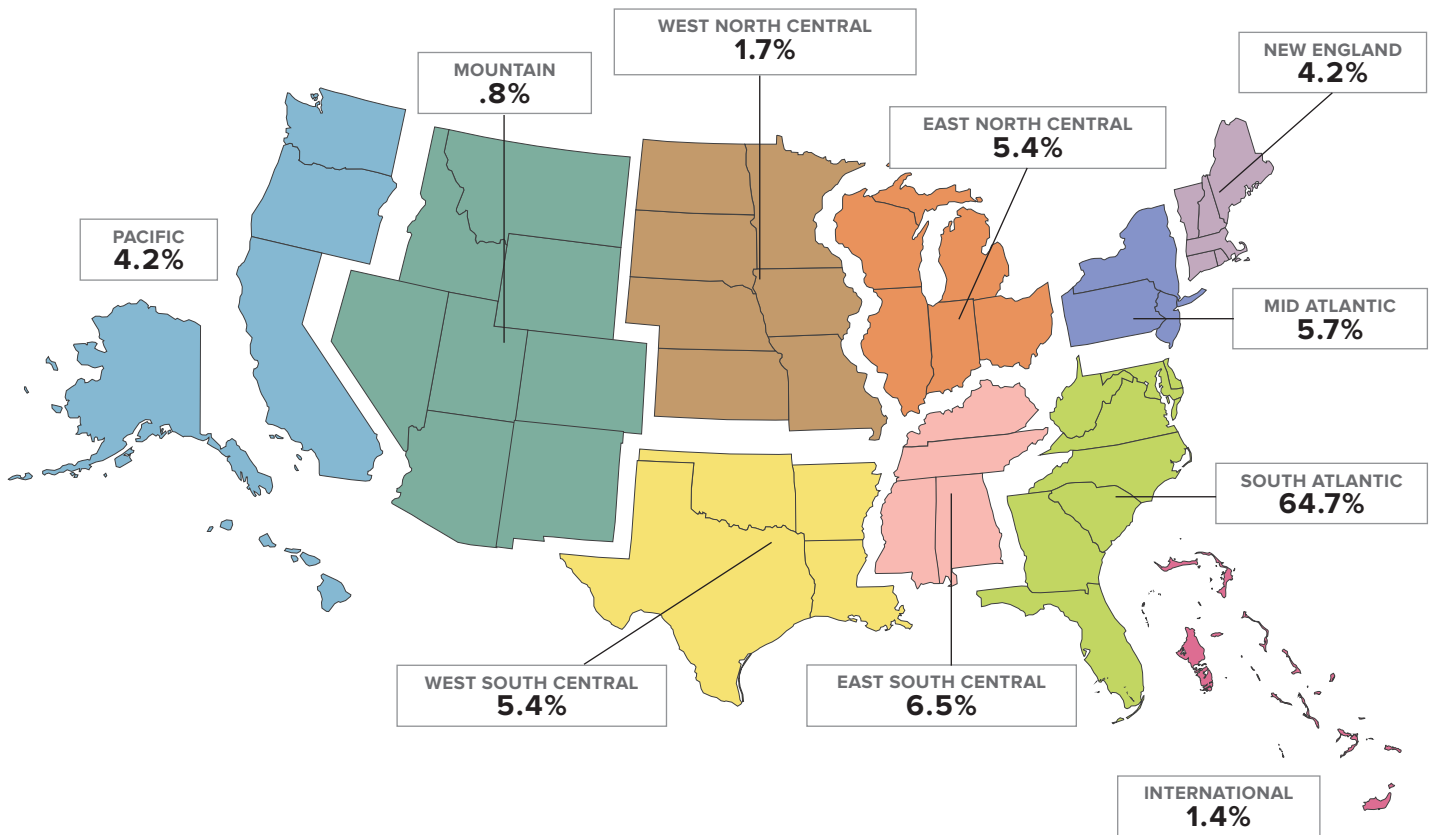
AVERAGE HHI

\$2,755,000

AVERAGE NET WORTH



Southern Boating delivers a national audience of 3,736,128* 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.



An affluent, 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

56%
PASS THEIR COPY OF SOUTHERN BOATING ALONG TO OTHERS

56%
KEEP AN ISSUE FOR 3 MONTHS OR MORE

50%
PREFER TO ONLY READ SOUTHERN BOATING VS. OTHER BOATING MAGAZINES



* Includes subscribers and historical pass-along rates

Southern Boating 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.

12

ISSUES PER YEAR

3,736,128*

TOTAL ANNUAL AUDIENCE

311344*

TOTAL MONTHLY AUDIENCE

155,672

CIRCULATION

Distribution Includes:

- Paid Subscribers (Print, Digital, Web Reader)
- Distribution to High-net-worth Individuals
- Newsstands and Bookstores
- Online Subscription Services
- Resorts & Hotels
- Luxury Boutiques
- Marinas, Shipyards & Harbors
- Marine Specialty Stores
- Educational partnerships (Schools, Libraries)
- Airports & Train Stations
- Physicians Offices
- Real Estate Brokers
- Boat Shows & VIP Events



SOUTHERN
BOATING

Available on iTunes, Google Play
and Amazon Kindle



DIGITAL MAGAZINE ADS

Enhanced Ads: Video, Slideshow, Interactive Content

Sponsored By: Splashpage Featuring Advertiser that Opens Issue

Exclusive Digital Only Content: Only Seen Online

Southern Boating offers 3 email/newsletter products to stay connected with its loyal enthusiasts. Our reader/subscriber database of more than 32,000 boasts a higher rate of opens and clicks than most national publications within the yachting industry.

#1 Southern Exposure

SOUTHERN EXPOSURE
Your Weekly Waypoints

Easy does it on an Astondoa

From top to bottom, bow to stern, and every point in between, the team at this Spanish builder exemplified more than out-of-the-box ideas. Their thinking was more like "What box?"

Astondoa Does It

Annapolis Boat Shows

When one show ends, another one begins! Annapolis is literally awash in boat shows during October. We'll be there this weekend, so come say hello! (Booth DO-4)

Don't Miss This: 2014 MARLOW 97E Offered by Bradford Marine

Recently reduced! See more! whi@bradfordmarine.com

Donate your subscription

#2 Presented By Southern Boating

Presented by **SOUTHERN BOATING**

Creating Life's Greatest Moments

The Best Therapy is Beach Therapy

The relaxing scent of the ocean, the warmth of the sunshine and beautiful sights of the islands. It soothes the soul and it's all yours to enjoy.

And now, enjoy one more day living the island life on us.

Book a 7 day 18 night bareboat vacation for travel between July 1 and August 31, 2016 and the 7th day is on us!

This offer is valid on the Marlowes 404 Premier Line of extraordinary power cats where you'll enjoy spacious living, simple operation and standard luxuries such as watermakers and free WiFi.

Get the Details

Vote: Best BVI Yacht Charter Company 2015

STAY CONNECTED: 813-644-8571

SOUTHERN BOATING & YACHTING

CONNECT WITH US: PRINT & DIGITAL, SUBSCRIPTIONS, E-NEWSLETTERS, ADVERTISE

#3 Sponsored By Southern Boating

Sponsored by **SOUTHERN BOATING**

Indispensable Boating Tackle

How Online From Southern Boating

Southern Boating & Yachting

EMAIL ADS

Banner Ad in Weekly Southern Exposure Newsletter (728x90px)

- Opt-in List of 32,000 Subscribers
- 22% Average Open Rate
- 20%+ Average Click-through Rate

Exclusive Email Presented by Southern Boating: Advertiser's Content/Creative

- Opt-in List of 32,000 Subscribers
- 26% Average Open Rate

Exclusive Email Sponsored by Southern Boating: Original Content Produced In-House Focusing on Story/Background of Product/Service

- Opt-in List of 32,000 Subscribers
- 25% Average Open Rate

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.

101,571
AVERAGE PAGE VIEWS PER MONTH

78.9% Male / 21.1% Female
GENDER

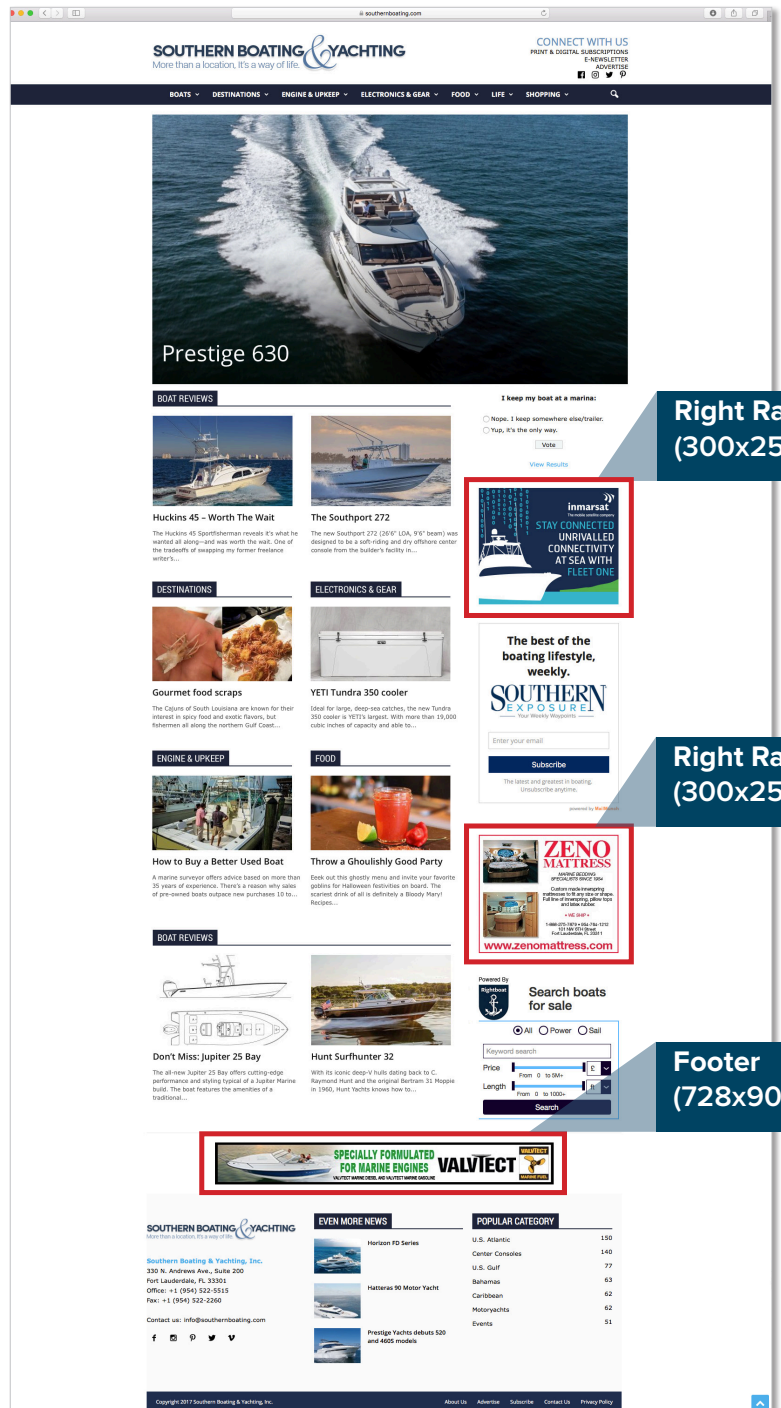
\$320,000
AVERAGE HHI

\$2,755,000
AVERAGE NET WORTH

Age

65+	15.57%
55-64	24.30%
45-54	24.29%
35-44	17.54%
25-34	13.29%
18-24	5.02%

- Top 10 Reader Interests
- Boat & Auto Enthusiasts
 - Arts/Entertainment & Celebrity News
 - TV, Movies & Video
 - News & Weather
 - Travel
 - Technophiles
 - Sports
 - Food, Drinks & Recipes
 - Real Estate Listings & Residential Sales
 - Outdoor Enthusiasts



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WEBSITE ADS

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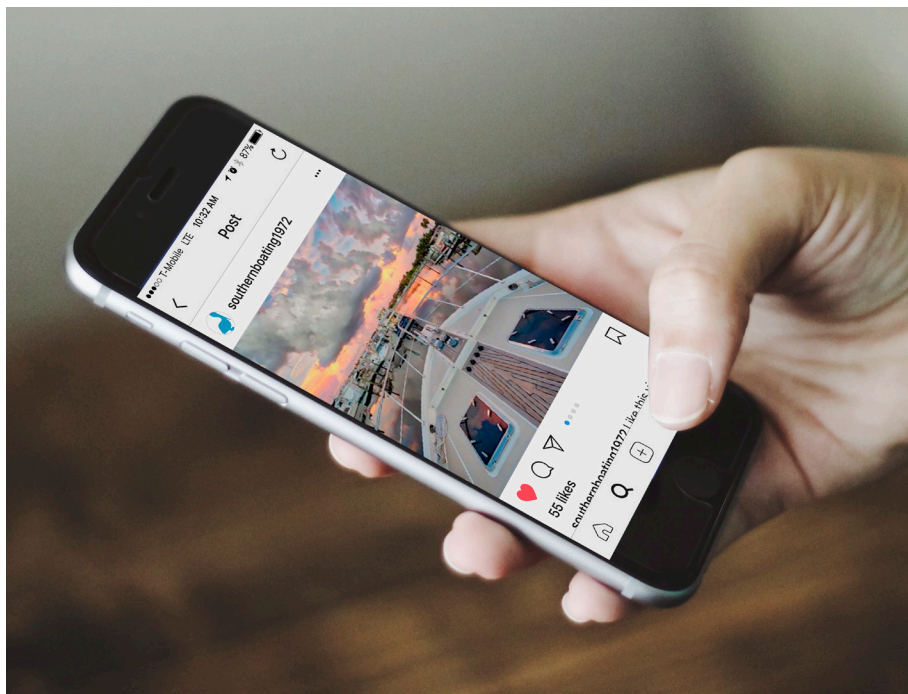
SOCIAL MEDIA



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



HANDLE	SOUTHERN BOATING MAGAZINE	@SBMAGAZINE14	@SOUTHERNBOATING1972	SOUTHERNBOATING
Frequency	5x/Week	2x/Week	5x/Week	2x/Week
Followers	4,050	782	927	165
Reach	1,150 per post	11.1k per month	1,023 per week	5.6K views per month



Types of Posts:

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

SOCIAL MEDIA ADS

Sponsored by: Advertiser Content and Complimentary Posting (4 Social Sites)

Product Launch: Advertiser-Driven Content (4 Social Sites)

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