

SOUTHERN[®] BOATING_N

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

July 2018



2018 Media Kit

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

54,592

CIRCULATION

171,000*

TOTAL MONTHLY AUDIENCE

82% are 35+

AGE

71% Male / 29% Female

GENDER

\$320,000

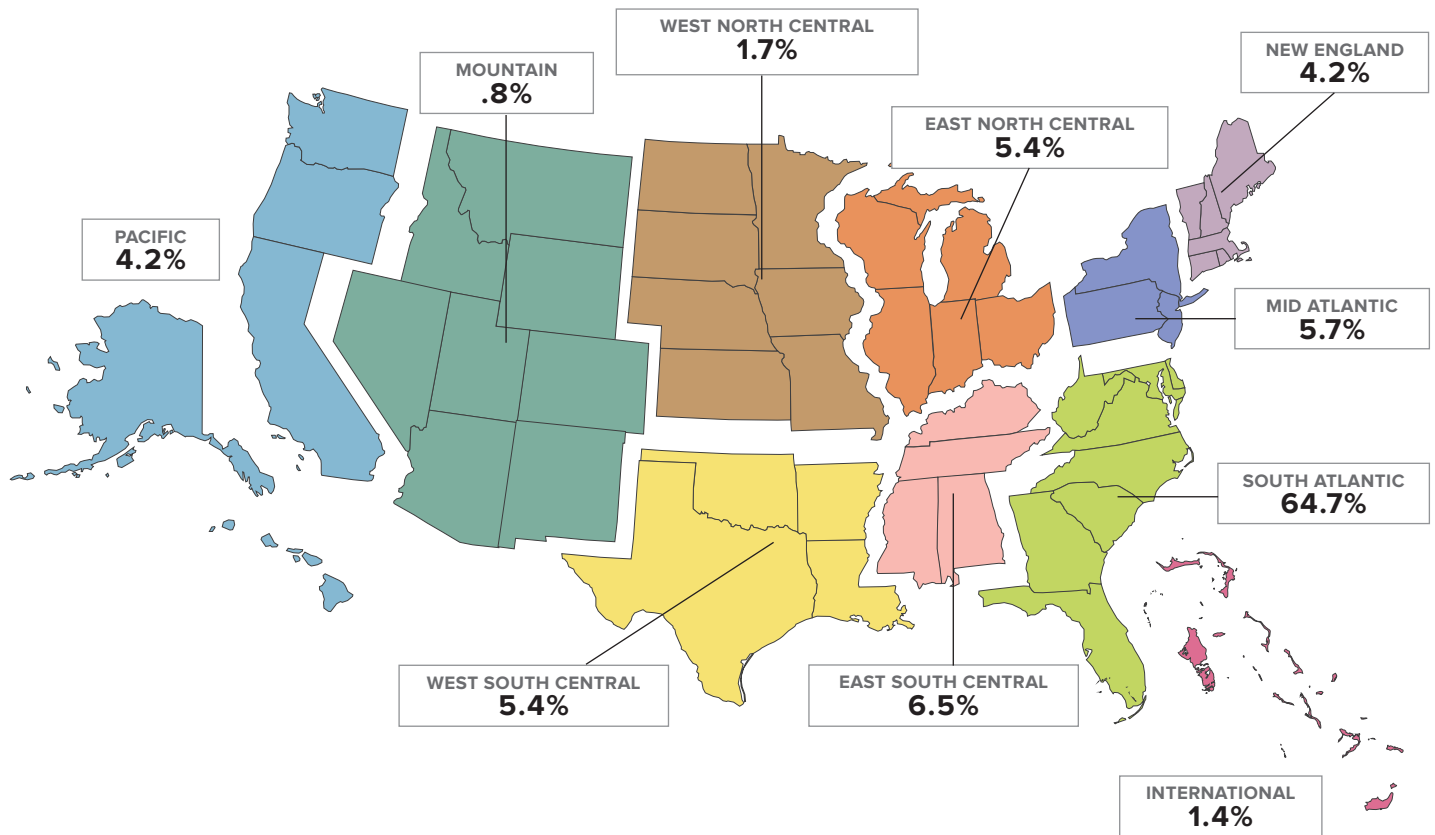
AVERAGE HHI

\$2,755,000

AVERAGE NET WORTH



Southern Boating delivers a national audience of 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.



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 yachting publication with predominantly paid circulation. Our growing digital presence is in addition to a steady print base and offers a unique audience. A fresh perspective with content and creative provides a platform for both loyalty and growth of new audiences.

12

ISSUES PER YEAR

2,052,000*

TOTAL ANNUAL AUDIENCE

171,000*

TOTAL MONTHLY AUDIENCE

54,592

CIRCULATION

Distribution Includes:

Paid Subscribers (Print, Digital, Web Reader)
Distribution to High-net-worth Individuals
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



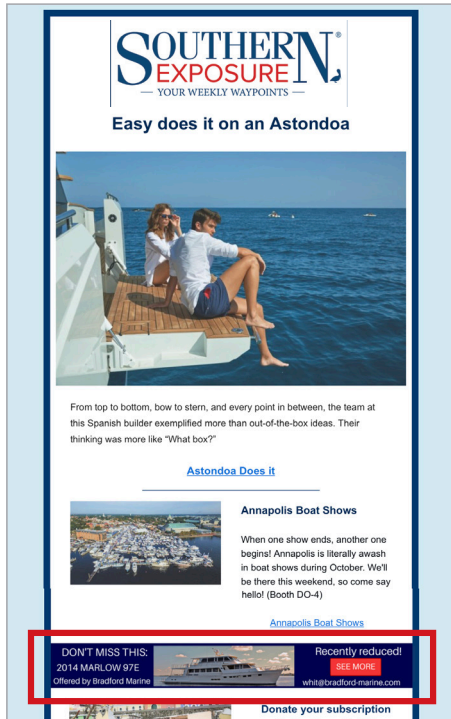
Available on iTunes, Google Play
and Amazon Kindle



| DIGITAL MAGAZINE ADS | PRINT MAGAZINE ADS |
|---|---|
| Enhanced Ads: Video, Slideshow, Interactive Content | Traditional Ads: Full Page, Half Page, Quarter Page, Brokerage Section, Marine Marketplace, Classified |
| Sponsored By: Splashpage Featuring Advertiser that Opens Issue | Inserts: 2, 4 or 8 Page Stand-alone Paper Stock |
| Exclusive Digital Only Content: Only Seen Online | Sponsored Features: 16 to 20 Pages with Editorial Support |

Southern Boating offers 3 email/newsletter products to stay connected with its loyal enthusiasts. Our reader/subscriber database of more than 35,000 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)

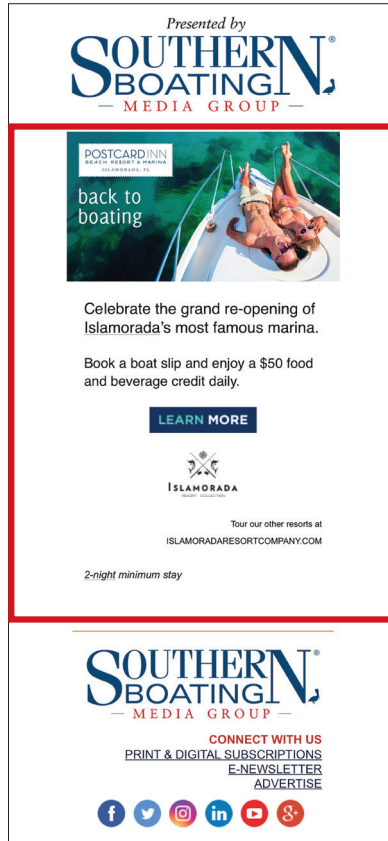
[Annapolis Boat Shows](#)

DON'T MISS THIS:
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#2 Presented By Southern Boating



Presented by
SOUTHERN[®] BOATING
— MEDIA GROUP —

POSTCARD INN
FAMILY, FRIENDLY & FARMING
ISLAMORADA, FL

back to boating

Celebrate the grand re-opening of Islamorada's most famous marina.

Book a boat slip and enjoy a \$50 food and beverage credit daily.

[LEARN MORE](#)







ISLAMORADA

Tour our other resorts at
[ISLAMORADARESORTCOMPANY.COM](#)

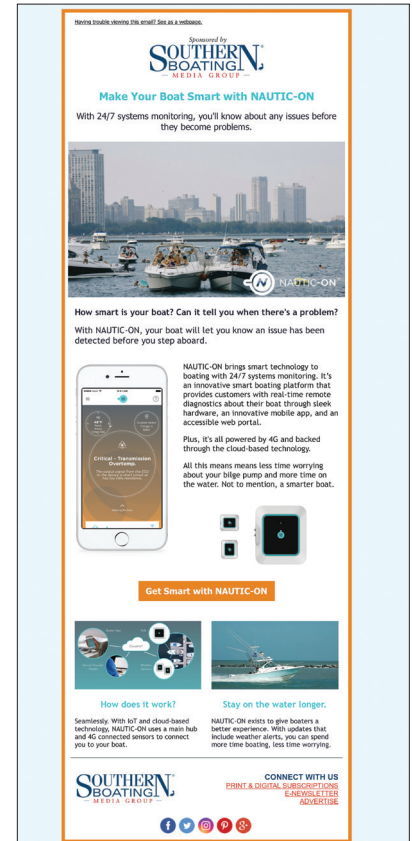
2-night minimum stay

SOUTHERN[®] BOATING
— MEDIA GROUP —

CONNECT WITH US
PRINT & DIGITAL SUBSCRIPTIONS
E-NEWSLETTER
ADVERTISE

#3 Custom Content By Southern Boating



Presented by
SOUTHERN[®] BOATING
— MEDIA GROUP —

Make Your Boat Smart with NAUTIC-ON

With 24/7 systems monitoring, you'll know about any issues before they become problems.

How smart is your boat? Can it tell you when there's a problem? With NAUTIC-ON, your boat will let you know an issue has been detected before you step aboard.

NAUTIC-ON brings smart technology to boating with 24/7 systems monitoring. It's an innovative smart boating platform that provides customers with real-time remote diagnostics about their boat through sleek hardware, an innovative mobile app, and an accessible web portal.

Plus, it's all powered by 4G and backed through the cloud-based technology.

All this means means less time worrying about your bilge pump and more time on the water. Not to mention, a smarter boat.







[Get Smart with NAUTIC-ON](#)

How does it work?
Seamlessly. With IoT and cloud-based technology, NAUTIC-ON uses a main hub and 4G connected sensor to connect you to your boat.

Stay on the water longer.
NAUTIC-ON exists to give boaters a better experience. With updates that include weather alerts, you can spend more time boating, less time worrying.

SOUTHERN[®] BOATING
— MEDIA GROUP —

CONNECT WITH US
PRINT & DIGITAL SUBSCRIPTIONS
E-NEWSLETTER
ADVERTISE

EMAIL ADS

Banner Ad in Weekly Southern Exposure Newsletter (728x90px)

- Opt-in List of 35,000 Subscribers
- 23% Average Open Rate
- 19%+ Average Click-through Rate

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

- Opt-in List of 35,000 Subscribers
- 19% Average Open Rate

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

- Opt-in List of 35,000 Subscribers
- 23% 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.

92,000

AVERAGE PAGE VIEWS PER MONTH

78.9% Male / 21.1% Female

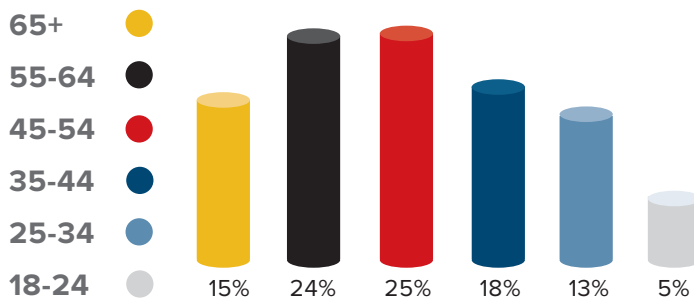
GENDER

\$320,000

AVERAGE HHI

\$2,755,000

AVERAGE NET WORTH

Reader Age**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

WEB AD TYPE

Footer (728x90px)

Right Rail (300x250px)

In Article (Custom Size)

Pop-Up (Custom Size)



The screenshot displays the Southern Boating Media Group website. The header includes the site logo, navigation menu (BOATS, DESTINATIONS, ENGINE & UPGRADE, ELECTRONICS & GEAR, FOOD, LIFE, SHOPPING), and a 'CONNECT WITH US' section for print, digital, subscriptions, e-newsletter, and advertising. The main content area features a large article titled 'Sea Force IX Sport Center Console' with a boat image. Below this are sections for 'BOAT REVIEWS' (Boston Whaler 350 Outrage, Pearl 80), 'DESTINATIONS' (Cruise with the Marine Travelers Owners Association), 'ELECTRONICS & GEAR' (Get Smart with NAUTIC-ON), 'ENGINE & UPGRADE' (Trailer Dents), 'FOOD' (Tequila Sunshine), and 'IN THE NEWS' (St. James Boatworks, Five Favorite Fishing Gadgets for Summer). A 'NEW XP+ GASOLINE TREATMENT' advertisement is also visible. The footer contains contact information, social media links, and a 'POPULAR CATEGORY' list. Ad placements are indicated by blue boxes: 'Right Rail (300x250px)' on the right side, 'Right Rail (300x250px)' on the right side, and 'Footer (728x90px)' at the bottom.

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 | 4,400 | 890 | 1300 | 267 |
| Reach | 1,150 per post | 11.1k per month | 1,023 per week | 14.4K 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) |

Corporate Offices:

Southern Boating & Yachting
330 N. Andrews Ave
Suite 200
Fort Lauderdale, FL 33301
954-522-5515

Publisher

Skip Allen
skip@southernboating.com
954-522-5515

Editorial Director

Liz Pasch
liz@southernboating.com
954-522-5515

CREATIVE PRODUCTION

Graphic Designer

Jennifer Rogers
jennifer@southernboating.com
954-522-5515

SALES

Advertising Director

Vincent Scutellaro
vincent@southernboating.com
954-816-0565

Jenilee Pharo

jenilee@southernboating.com
954-445-0868

Rob Feiner

robertf@taustermmedia.com
212-879-9200

Sam Selvaggio

sams@taustermmedia.com
212-398-5021

EVENTS

Mike Allen

mikeallen@southernboating.com
954-270-5568

