

SOUTHERN[®] BOATING_N

— MEDIA GROUP —



2019 Media Kit

Southern Boating Media Group reaches far beyond its southern roots. Lifelong traditions, hospitality, style, and neighborly charm describe our personality, but our focus is the dream of the open seas, to cruise the coastal barrier islands, or spend a day on the lake. Discover new destinations, tasty recipes, and learn what's happening in regions from the Northeast Seaboard down through the Bahamas and over to the Gulf. Get the latest trends in gear, read about the newest technology, and realize that *Southern Boating* is more than a location, it's a way of life.



ANNUAL AUDIENCE

Print and Digital Magazine

1,647,980

Website

246,780

Social

230,000

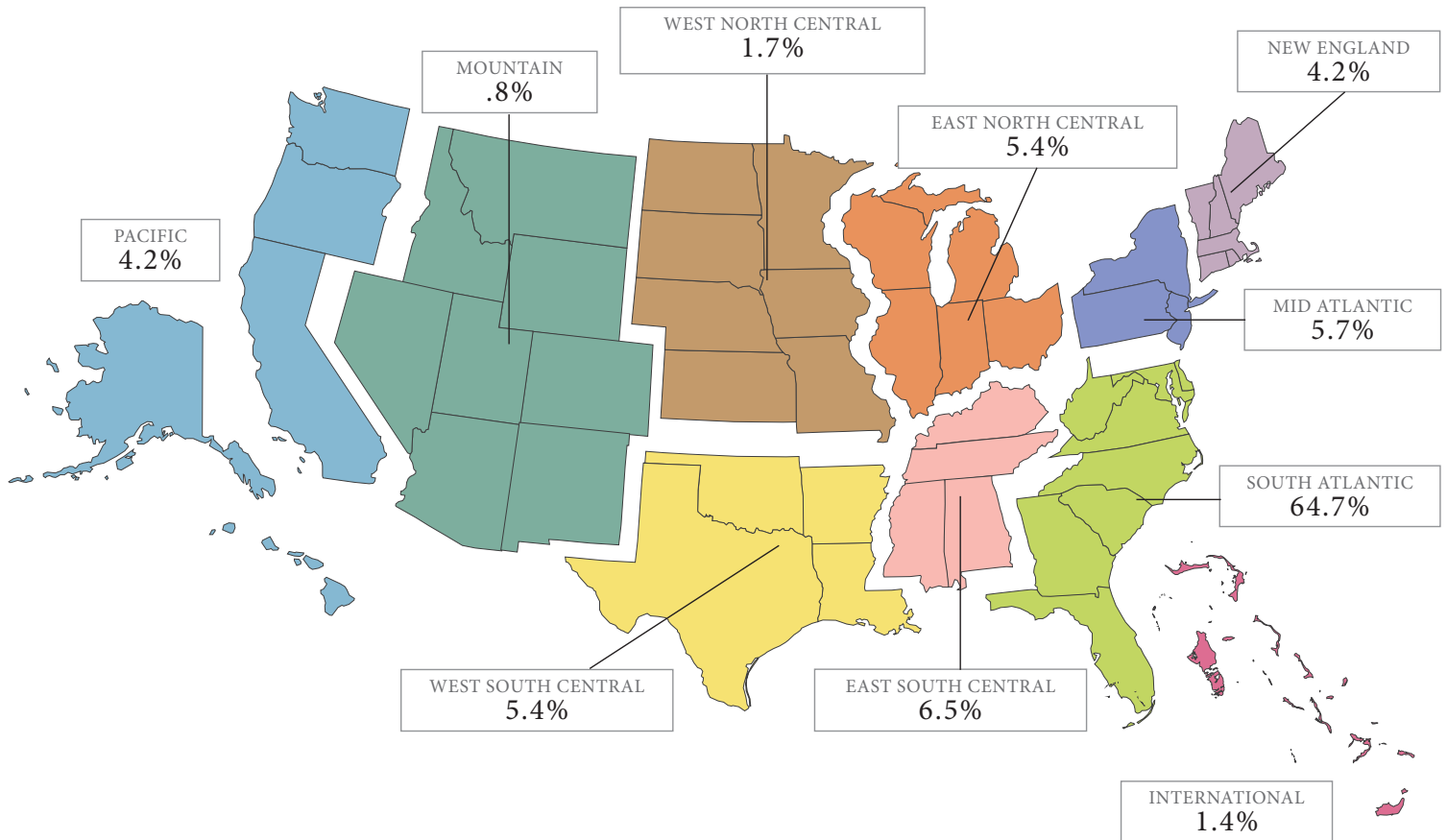
Email

3,640,000

Combined Annual Audience

9,060,720*

* combined audiences and historical passalong rates



DISTRIBUTION

50 states

27 countries



ANNUAL EDITORIAL

565
pages

JANUARY



Editors Top 20 Marina Resorts Ocean
All-Electric Propulsion
Destination: Eastern Seaboard, SW FL
AD CLOSE: 12/8/18

FEBRUARY



Miami Boat Show Preview
Destination: Great Loop Lakes
Gulf of Mexico
AD CLOSE: 1/8/19

MARCH



Annual Haul Out Guide
Palm Beach Boat Show
Destination: Southern Caribbean
AD CLOSE: 2/8/19

APRIL



Annual Swimsuit Issue
Destination:
The Caribbean
AD CLOSE: 3/8/19

MAY



The Annual Bahamas
Cruising Guide
AD CLOSE: 4/8/19

JUNE



Fishing Guide
Annual Marlow Rendezvous
Destinations: South FL Atlantic
AD CLOSE: 5/8/19

JULY



Center Consoles Buyers Guide
Destinations: Eastern Seaboard
(N of FL), Great Lakes
AD CLOSE: 6/7/19

AUGUST



Eat, Drink & Party;
Newport Boat Show,
Destinations: Texas, New England
AD CLOSE: 7/8/19

SEPTEMBER



Restorations, Refits & Décor
Annapolis Boat Show
Destinations: Caribbean
AD CLOSE: 8/8/19

OCTOBER



Fort Lauderdale Boat Show Preview
Destination: FL Atlantic,
Gulf thru FL
AD CLOSE: 9/6/19

NOVEMBER



New Power Products
St. Pete Boat Show
Destinations: Eastern Seaboard
AD CLOSE: 10/8/19

DECEMBER



Electronics Buyers Guide;
Stuart Boat Show
Destinations: SW FL, Caribbean
AD CLOSE: 11/8/19



CIRCULATION

Monthly

56,000

Annual

1,647,980

Annual Reach

4,943,940

DEMOGRAPHICS

Average HHI

\$420,000

Age

75% are 45⁺

Gender

71%  29% 

LIFESTYLE

Own Boats

55%  2+

Annual Travel

46% take 9⁺ trips

Own Residences

43%  2+



SITE STATS

Annual Page Views

1,934,712

Average Time On Page

4:40

Pages Per Session

7.5

DEMOGRAPHICS

Average HHI

\$175,000

Average Age

51

Gender

80% 

20% 



CIRCULATION

Opt-In Subscribers

36,000

Monthly Reach

72,000

Annual Reach

864,000

DEMOGRAPHICS

Own 2+ Boats

55%

Age

37% are under 45

Gender

63%  37% 



CIRCULATION

Facebook Reach

105,400

Twitter Impressions

132,000

Instagram Reach

91,600

Pinterest Reach

86,400

YouTube Impressions

31,200



Southern Boating Media Group provides multi-channel solutions that showcase advertisers and foster engagement.

Turnkey native and branded content

Print advertising

Custom email programs

Advertising emails and banner ads

Social Media

Events and photoshoots

Digital extras and enhanced ads

Website ads

Partnerships

Video library



PRINT MAGAZINE ADS:

AD SIZES	BLEED	LIVE AREA	TRIM
Full Page	8.625"w x 11.25"h	7.625"w x 10.25"h	8.125"w x 10.75"h
Dbl. Page Spread	16.75"w x 11.25"h	15.75"w x 10.25"h	16.25"w x 10.75"h
Half Vertical	No Bleed	2.875"w x 9.5"h	3.375"w x 10"h
Half Horizontal	No Bleed	6.625"w x 4.375"h	7.125"w x 4.875"h
Quarter Page	No Bleed	2.9375"w x 4.3333"h	3.4375"w x 4.8333"h
Classified 1/6	No Bleed	3.5"w x 3"h	

EMAIL ADS:

NEWSLETTER BANNERS

728 x 90 • 72 dpi • PNG, GIF or JPG • 20 MB max

ADVERTISER EXCLUSIVE EMAIL

72 dpi • PNG, GIF, JPG, HTML • 20 MB max

WEBSITE ADS:

728 x 90 or 300 x 250 • 72 dpi • PNG, GIF or JPG

FOR PRINT AD PRODUCTION INQUIRIES REGARDING SOUTHERN BOATING MAGAZINE, PLEASE CONTACT:

Geri Irwin Clem in the Art Department at:
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FOR DIGITAL AD PRODUCTION INQUIRIES REGARDING SOUTHERN BOATING MAGAZINE, PLEASE CONTACT:

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Print material requirements:

High resolution PDF – PDF/X-1a files (ISO15930-1:2001) with all images and fonts embedded. High Resolution TIFF and EPS. also accepted.

- **IMAGES:** Must be CMYK and at least 300 dpi at 100% placement size.
- **COLOR:** Convert all RGB and SPOT colors to the CMYK process.*
- **NO CROP-MARKS, COLOR BAR OR PAGE INFORMATION NEEDED.**

Files supplied as RGB, Spot or Pantone colors will automatically be converted to CMYK, the publisher takes no responsibility for color variations this may cause.

For new clients:

Contact stephanie@southernboating.com to open a new client file in the Maghub digital ad system.

To submit & upload ads:

Go to the MagHub client center:
southernboating.com/maghub-client-center/



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