

# SOUTHERN<sup>®</sup> BOATING<sub>FL</sub> — MEDIA —



## 2020 MEDIA KIT

PRINT • WEB • ENEWS • CUSTOM CONTENT





# WELCOME

Southern Boating Media 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.

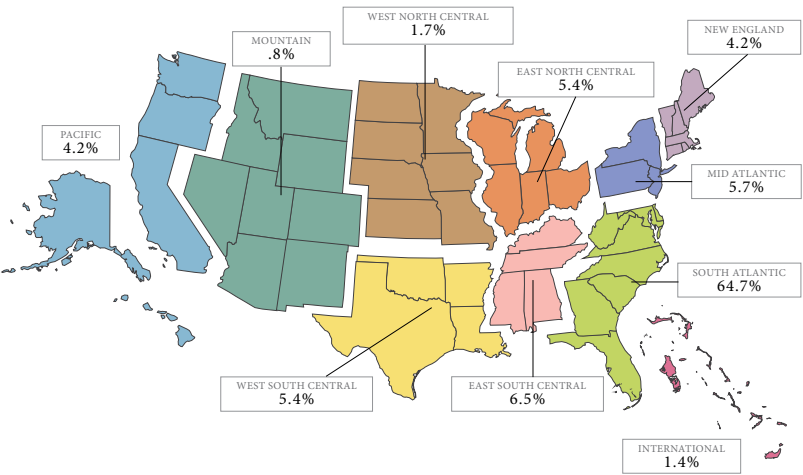
That’s why our distribution targets a national and international audience. Our readers are kept up to date with current affairs in regions from the Northeast Seaboard down the coast and into the Gulf as well as over to the Bahamas and through the Caribbean islands.

Through each issue, Southern Boating offers the chance to discover new destinations, try out tasty recipes, learn the latest trends in gear and the newest technology, and, of course, read about boats.

With increasing numbers in the magazine’s monthly distribution and an expanded online presence, including social media platforms, your brand is visible to more than 67,000 subscribers. Along with weekly email blasts, boat show distribution, and daily online postings, showcasing in Southern Boating is a smart tool to have in your marketing plans.

After all, our readers not only realize that Southern Boating is available wherever and whenever they like, it’s also a lifestyle they enjoy.

**SKIP ALLEN**  
*Publisher*



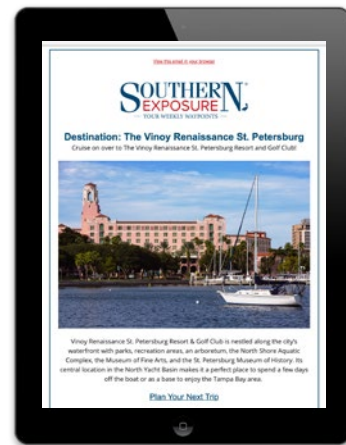


# REACH OVER 7M+

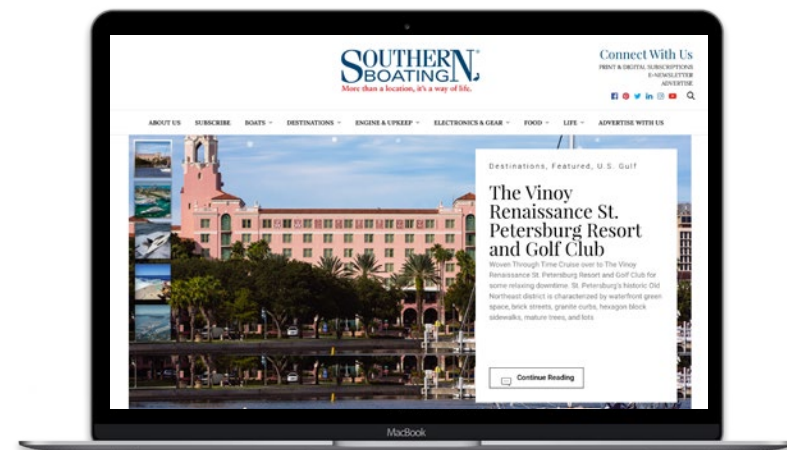
Qualified Visitors Across Our Channels



**PRINT: 2,688,000**  
page 7



**ENEWS: 3,640,000**  
page 9



**WEB: 246,780**  
page 8

**SOCIAL  
REACH:  
446,600**



105,400



132,000



91,600



31,200



86,400

# SOUTHERN BOATING AT A GLANCE

**REACH 3.6M+**  
Qualified Visitors



**PRINT: 2.69M**  
page 7



**WEB: 247K**  
page 8



**ENEWS: 3.64M**  
page 9



**CUSTOM CONTENT**  
page 10

## QUICK FACTS

**Circulation**  
67,000 monthly

**Distribution**  
50 States  
27 Countries

**1,934,712**  
Annual Page Views

**00:04:40**  
Average Time On Page

**7.5**  
Pages Per Session

**44,000**  
Subscribers

**24%**  
Open Rate

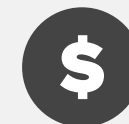
**15%**  
Click Rate

**42,000**  
Subscribers

**17.8%**  
Open Rate

**+ Print Reach**

## DEMOGRAPHICS



Average HHI  
**\$420K**



Average HHI  
**\$420K**



Own 2+ Boats  
**55%**



Average HHI  
**\$420K**



Age  
**75% are 45+**



Average Age  
**51**



Age  
**37% under 45**



Age  
**75% are 45+**



Gender  
**71% Male  
29% Female**



Gender  
**80% Male  
20% Female**



Gender  
**63% Male  
37% Female**



Gender  
**71% Male  
29% Female**

# EDITORIAL CALENDAR

JANUARY




Chartering the Virgins and Beyond  
Ocean Reef Vintage Weekend  
Destination: Ponte Vedra Beach Resort  
**AD CLOSE: 12/9/19**

FEBRUARY




Miami Int'l Boat Show Preview  
Boat Ownership/Finance/Insurance  
Destination: New Orleans, LA  
**AD CLOSE: 1/8/20**

MARCH



Annual Haul Out Guide  
Palm Beach Boat Show  
Destination: TBD, Florida Keys  
**AD CLOSE: 2/10/20**

APRIL




The Swimsuit Issue  
Destination: Useppa and Barrier Islands  
**AD CLOSE: 3/6/20**

MAY



The Bahamas Issue  
Destination: TBD, The Bahamas  
**AD CLOSE: 4/8/20**

JUNE




The Fishing Issue  
Marlow Rendezvous  
Destination: TBD, Hilton Head  
**AD CLOSE: 5/8/20**

JULY



Center Console Buyers Guide  
Made in USA Products  
Destination: TBD, Great Lakes (Michigan)  
**AD CLOSE: 6/8/20**

AUGUST



Entertainment  
Pontoon Boat Round-Up  
Newport Boat Show  
Destination: TBD, New England  
**AD CLOSE: 7/8/20**

SEPTEMBER




Interior Design  
Annapolis Boat Show  
Destination: TBD, North Carolina  
**AD CLOSE: 8/7/20**

OCTOBER



Fort Lauderdale Int'l Boat Show Preview  
Destination: TBD, Florida Keys  
**AD CLOSE: 9/8/20**

NOVEMBER




Cruising Guide  
Holiday Gift Guide  
St. Pete Boat Show  
Destination: TBD, Turks and Caicos  
**AD CLOSE: 10/8/20**

DECEMBER



Power & Electronics Buyers Guide  
Stuart Boat Show  
Destination: TBD, Stuart (Florida)  
**AD CLOSE: 12/9/20**

# PRINT




**CIRCULATION**


67,000  
*Monthly*


224,000  
*Monthly Reach*


2,688,000  
*Annual Reach*


**DEMOGRAPHIC**


Average HHI  
**\$420K**

Gender  
**71% Male**  
**29% Female**

Age  
**75% are 45+**

Own Boats  
**55%**

Annual Travel  
**46% take 9+ Trips**

Own 2+ Homes  
**43%**

SPECS			
AD SIZES	BLEED	LIVE AREA	TRIM
Full Page	8.5" (w) x 11.125" (h)	7.625" (w) x 10.25" (h)	8.125" (w) x 10.75" (h)
2-Page Spread	16.75" (w) x 11.125" (h)	15.75" (w) x 10.25" (h)	16.25" (w) x 10.75" (h)
1/2 Vertical	-	2.875" (w) x 9.5" (h)	3.375" (w) x 10" (h)
1/2 Horizontal	-	6.625" (w) x 4.375" (h)	7.125" (w) x 4.875" (h)
1/4 Page	-	2.9375" (w) x 4.3333" (h)	3.4375" (w) x 4.8333" (h)
Classified 1/6	-	3.5" (w) x 3" (h)	-

**ARTWORK REQUIREMENTS**

- High Resolution PDF, TIFF, or EPS files accepted
- PDF/X-1a files (ISO15930-1:2001) with all images and fonts embedded
- Images must be CMYK at minimum 300DPI at size
- Color: Convert all RGB and Spot colors to CMYK Process\*
- Do not include Crop Marks, Color Bars, or Page Information

**FOR NEW CLIENTS**

Contact [stephanie@southernboating.com](mailto:stephanie@southernboating.com) to open a new client file in the Maghub digital ad system.

**SUBMITTING ARTWORK**

Visit the MagHub client center at:  
[southernboating.com/maghub-client-center](https://southernboating.com/maghub-client-center)

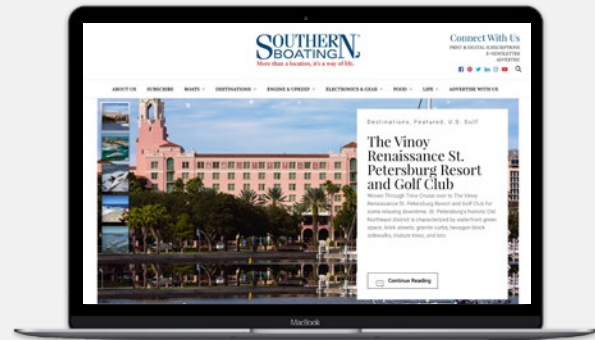
**QUESTIONS?**

Contact Geri Irwin Clem at  
[geri@southernboating.com](mailto:geri@southernboating.com) or 954.522.5515

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



# WEB



## ENGAGEMENT

1,934,712  
Annual Page Views

00:04:40  
Average Time on Page

7.5  
Average Pages per Session

## DEMOGRAPHIC

Average HHI  
**\$420K**

Average Age  
**51**

Gender  
**80% Male**  
**20% Female**

# E-NEWSLETTER



## ENGAGEMENT

44,000  
Subscribers

24%  
Open Rate

15%  
Click Rate

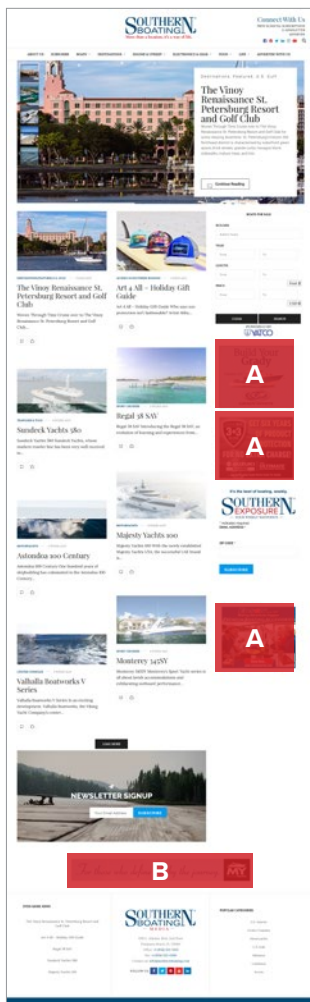
3,640,000  
Annual Reach

## DEMOGRAPHIC

Owns 2+ Boats  
**55%**

Age  
**37% under 45**

Gender  
**63% Male**  
**37% Female**



## SPECS

	AD SIZES	DPI	FILE TYPE
A	300x250	72DPI	PNG, GIF, or JPG
B	728x90	72DPI	PNG, GIF, or JPG

## FOR NEW CLIENTS

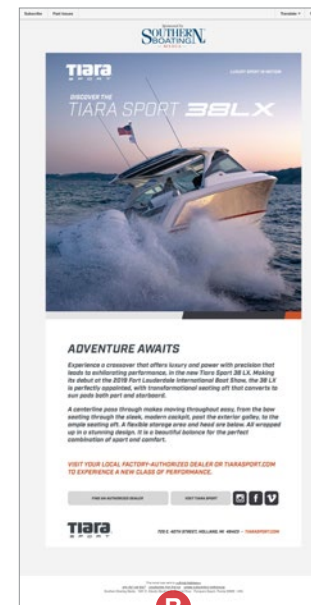
Contact [stephanie@southernboating.com](mailto:stephanie@southernboating.com) to open a new client file in the Maghub digital ad system.

## SUBMITTING ARTWORK

Visit the MagHub client center at:  
[southernboating.com/maghub-client-center](https://southernboating.com/maghub-client-center)

## QUESTIONS?

Contact Brandon Ferris at  
[brandon@southernboating.com](mailto:brandon@southernboating.com) or 954.522.5515



## SPECS

### SOUTHER EXPOSURE NEWSLETTER

SIZE	DPI/FILE SIZE	FILE TYPE
A 728x90	72DPI, 20KB max	PNG, GIF, or JPG

## EXCLUSIVE ADVERTISER EMAIL

SIZE	DPI/FILE SIZE	FILE TYPE
-	72DPI, 20KB max	PNG, GIF, JPG, or HTML

## FOR NEW CLIENTS

Contact [stephanie@southernboating.com](mailto:stephanie@southernboating.com) to open a new client file in the Maghub digital ad system.

## SUBMITTING ARTWORK

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[southernboating.com/maghub-client-center](https://southernboating.com/maghub-client-center)

## QUESTIONS?

Contact Brandon Ferris at  
[brandon@southernboating.com](mailto:brandon@southernboating.com) or 954.522.5515

# CUSTOM CONTENT



## CIRCULATION

67,000  
Monthly

224,000  
Monthly Reach

2,688,000  
Annual Reach

## ENGAGEMENT

42,000  
Subscribers

17.8%  
Open Rate

Reach advertisers with your own Custom Content in print, enews, or both!

## PRINT

Southern Boating Media will select a specialized editor to write about the unique attributes of your property, boat or product while our team of graphic artists will assist in creating an ad that showcases your prevailing characteristics.

Receive expanded coverage online and in our interactive digital editions.

## ENEWS

Reach Southern Boating's qualified and engaged eNews subscribers with a sponsored email about your product or service. Highly customizable to suit your needs and brand. Produced by Southern Boating, the email reads like an endorsement from us. The email will include a link to a dedicated story on southernboating.com.

## CONTACT

Additional products, custom and bundling options, and partner contact available.  
Contact [brandon@southernboating.com](mailto:brandon@southernboating.com) or call 954.522.5515.

# CONTACT



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