



SOUTHERN[®] BOATING_{INC.}

— MEDIA —

2021 MEDIA KIT



Mission

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 is 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.

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

Southern Boating
more than a location, it's a way of life





Content

The Boating Lifestyle

Boat Reviews • Fishing • Cruising • Destinations

Regional Reports

Southeast • Northeast • Mid-Atlantic • Gulf Coast •
The Bahamas • Caribbean

Engine Room

Power • Equipment • Maintenance • Systems

Wired

Electronics • Gadgets • Trends • Gear

DIY

Upgrades • Haul Out • Finishes

Stem to Stern

Gifts • Apparel • Accessories • Safety

At Ease in the Galley

Recipes • Provisioning • Planning • Entertaining

Reach

441,732+ Qualified Buyers Across Our Channels



SouthernBoatingMagazine



SouthernBoatingMag



SouthernBoating



SouthernBoating

61,000
Monthly Print
Circulation

PAGE 6

280,348
Average Monthly
Unique Web Visitors

PAGE 7

10,384
Total Social
Media Audience
(Paid Promotion Available)

PAGE 9

60,000
Email
Subscribers

PAGE 8

Editorial

JANUARY

- The List: Reader's Top Picks from Boats to Gear to Destinations
- A Healthy Mind and Body Reset
- Cruising Destination: St. Augustine, FL to Hilton Head, GA

AD CLOSE: 12.08.20

FEBRUARY

- Miami International Boat Show Preview
- Waterfront Real Estate Guide
- Cruising Destination: Pensacola, FL and Gulf Islands National Seashore

AD CLOSE: 01.08.21

MARCH

- Cruising Prep and Spring Maintenance Guide
- Palm Beach Boat Show
- Cruising Destination: Chesapeake Bay

AD CLOSE: 02.08.21

APRIL

- The Bahamas Issue
- Long Range Cruiser Roundup
- Cruising Destination: Bahamas

AD CLOSE: 03.08.21

MAY

- The Swimsuit Issue
- Tender Roundup
- Destination: Swimsuit Shoot location

AD CLOSE: 04.08.21

JUNE

- The Fishing Issue
- Sportfisherman Roundup
- Fishing Destination: Louisiana, Mississippi Gulf Coast

AD CLOSE: 05.08.21

JULY

- Center Console Buyers Guide
- Made in USA Stern to Stern (expanded)
- Cruising Destination: Mackinac Island, MI

AD CLOSE: 06.08.21

AUGUST

- The Cruising Life
- Sport Cruiser Roundup
- Cruising Destination: Montauk, NY and Atlantic City, NJ

AD CLOSE: 07.08.21

SEPTEMBER

- **Southern Boating Begins 50th Anniversary Celebration!**
- Design (Yacht Interior/Exterior and the Boating Lifestyle)
- Large Yacht Roundup
- Cruising Destination: South Florida: the Last 50 Years

AD CLOSE: 08.08.21

OCTOBER

- Fort Lauderdale International Boat Show Preview
- Cruising Destination: Kemah to Corpus Christie, TX

AD CLOSE: 09.08.21

NOVEMBER

- Entertaining on Board and Holiday Gift Guide
- Boating and the Environment
- Destination: Hilton Head, SC to Kiawah Island, SC

AD CLOSE: 10.08.21

DECEMBER

- Chartering
- Power and Electronics
- Cruising Destination: Windward Islands

AD CLOSE: 11.08.21

Magazine

ABOUT

With both print and digital opportunities, *Southern Boating* magazine gives you the opportunity to be front and center for a qualified audience. Published since 1972.

CIRCULATION

12 Issues Annually

61,000 Monthly

Bonus distribution each month at yacht clubs, resorts, marinas, airports, showrooms, and exclusive events

DEMOGRAPHICS

Average HHI: \$425,000

75% are 45 years or older

71% Male • 29% Female

55% Own a Boat or Yacht

43% Own 2+ Homes

PRINT EDITION OPPORTUNITIES

Spread, Full, Half, Quarter Pages

Marketplace

Custom Content/Advertorial

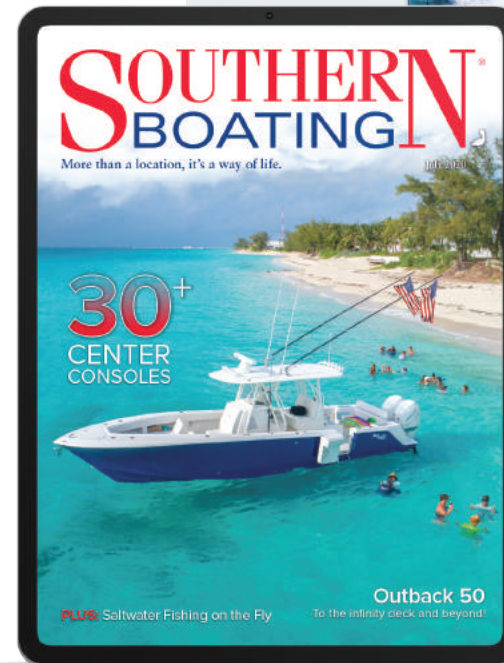
DIGITAL EDITION OPPORTUNITIES

Spread, Full, Half, Quarter Pages

Rich Media

Issue Sponsorship

Custom Content/Advertorial



“

*Southern Boating Magazine gives me great ideas and **shows me things I want** that I did not know I wanted.*

”

Website

ABOUT

Southern Boating Media's website is a frequently visited source for those interested in the luxury boating industry. Put yourself in front of qualified viewers who are already in the frame of mind for your product or services.

CIRCULATION

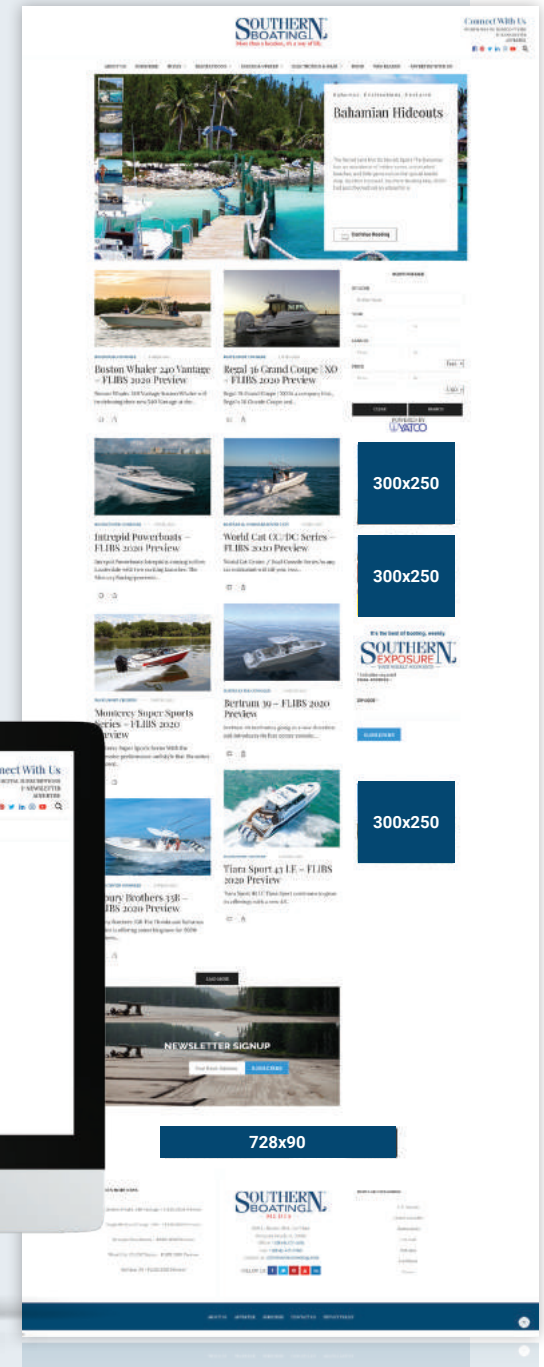
323,421 Monthly Site Visitors
280,348 Unique Visitors
797,082 Monthly Page Views
7.5 Pages Per Session (Average)

DEMOGRAPHICS

Average HHI: \$175,000
Average Age: 51
80% Male • 20% Female

OPPORTUNITIES

Banner Ads
In-Article Ads
Pop-Up Ads
Marketplace
Custom Content/Advertorial



Email

ABOUT

Each week of the year, our email program features various topics related to the industry. Have a one-time or repeat presence in front of our subscribers or create a dedicated email completely tailored to your messaging needs.

CIRCULATION

54,000 Subscribers
24% Open Rate

WEEKLY NEWSLETTER OPPORTUNITIES

Banner Ads

- 300x250
- 728x90
- 970x250

In-Article Ads

DEDICATED EMAIL

Custom Content

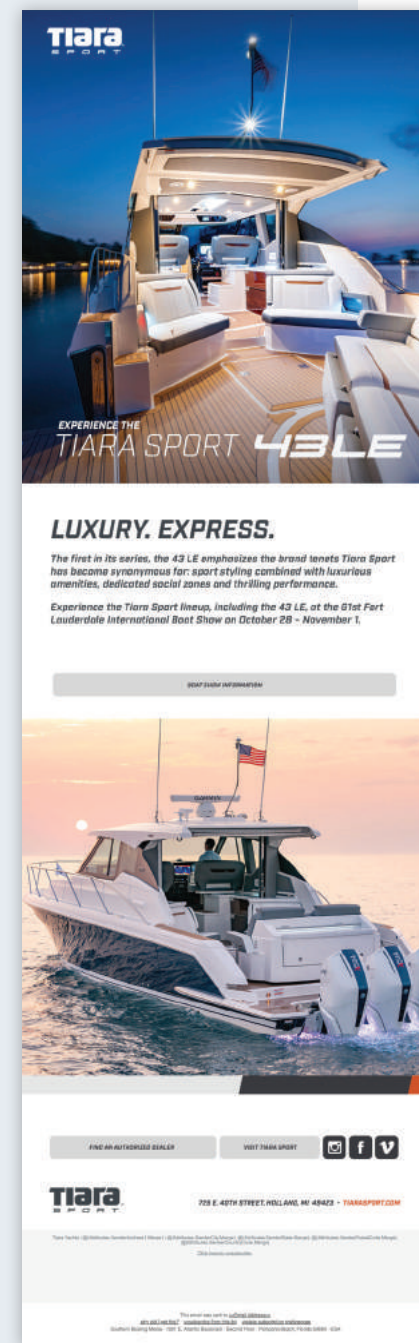
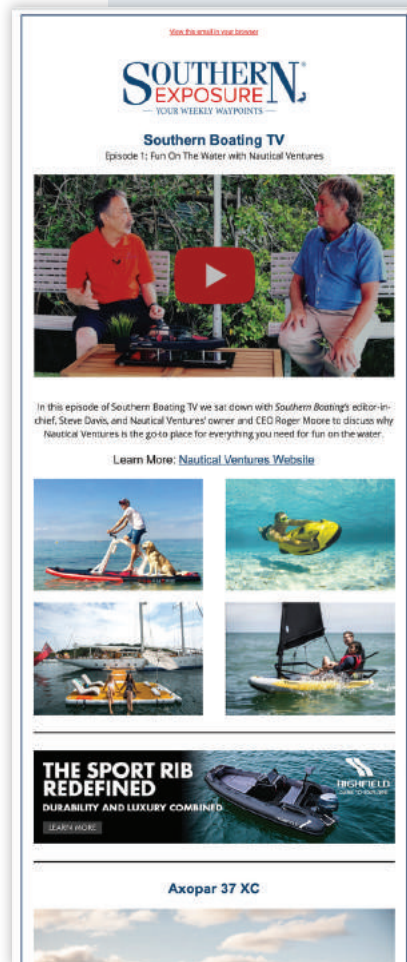
Advertorial

Retargeting

“

*Southern Exposure has brought
my company more business than
any other platform I've used.
They are truly experts devoted to
the boating community.*

“



Social Media

ABOUT

Engage with Southern Boating Media's dedicated and highly engaged audience of 10,384 across our social media channels. Our social media platforms give you the opportunity to connect with an extremely qualified audience.

PLATFORMS

Total Audience: 10,384

Facebook

Instagram

Twitter

YouTube

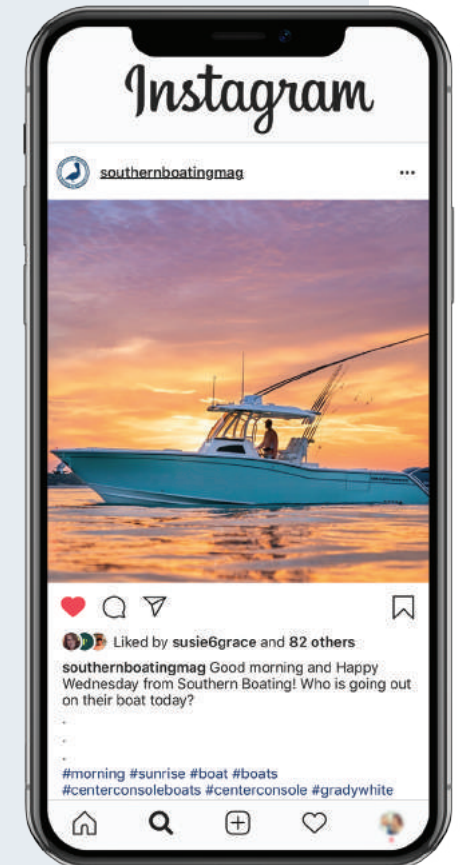
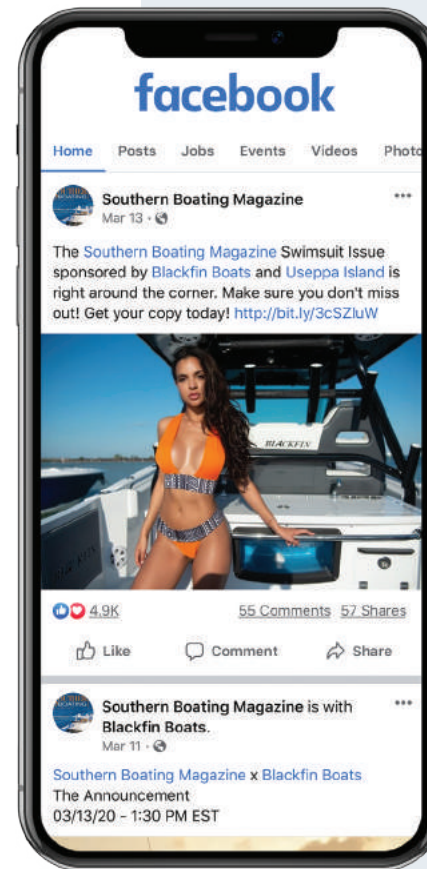
Pinterest

OPPORTUNITIES

Posted Posts

Custom Content

Retargeting



Southern Boating TV

ABOUT

Have your product or service be featured in a 10-minute interview with simultaneous video reel. Your episode and brand is then promoted across Southern Boating Media's channels that directs interested viewers to a Lead Generation Form.

PROMOTED PLATFORMS

Website
Email
Social Media



Branded Content

ABOUT

Southern Boating delivers full-scale storytelling and design solutions of your brand. Our in-house team produces and distributes award-winning content across Print, Digital, Social, Video, and more. With our large reach, Southern Boating generates awareness, interest, and action for your brand.

OPPORTUNITIES

Product Advertisement
Custom Advertorials
Sponsored Social Media
Giveaway Contests
Events





Specs

Magazine

	Spread	Full Page	Half Page Vertical	Half Page Horizontal	Quarter Page
Trim Size	16.25" (w) x 10.75" (h)	8.125" (w) x 10.75" (h)	3.375" (w) x 10" (h)	7.125" (w) x 4.875" (h)	3.4375" (w) x 4.8333" (h)
Bleed Size	16.75" (w) x 11.125" (h)	8.5" (w) x 11.125" (h)	No Bleed	No Bleed	No Bleed
Live Area	15.75" (w) x 10.25" (h)	7.625" (w) x 10.25" (h)	2.875" (w) x 9.5" (h)	6.625" (w) x 4.375" (h)	2.9375" (w) x 4.3333" (h)

Website

Ad Sizes	DPI	File Type
300x250	72DPI	PNG, GIF, or JPG
728x90	72DPI	PNG, GIF, or JPG

Southern Exposure Email

Size	DPI, File Size	File Type
300x250	72DPI, 20kb max	PNG, GIF, or JPG
728x90		
970x250		

Dedicated Email

Size	DPI, File Size	File Type
-	72DPI, 20KB max	PNG, GIF, JPG, or HTML

FOR NEW CLIENTS

Contact 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

FOR ALL ADDITIONAL PRODUCTS, BUNDLING OPTIONS, AND PARTNERSHIPS

Contact brandon@southernboating.com or call 954.522.5515.

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