

SOUTHERN[®] BOATING_{FL} — 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.

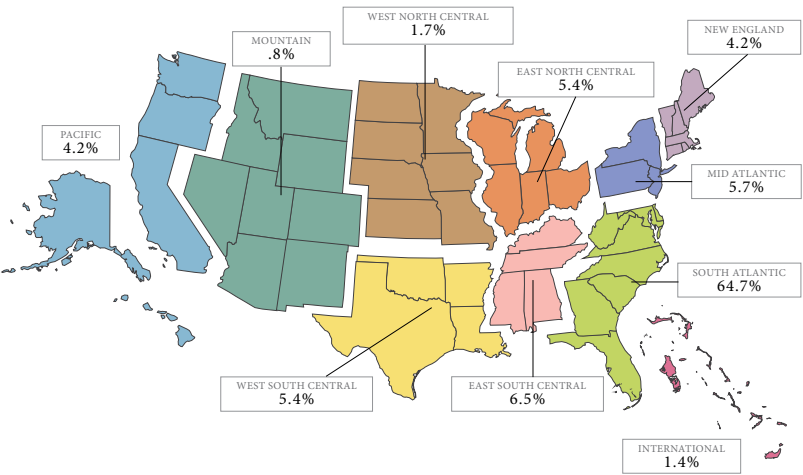
That’s why our distribution targets a national and international audience. Our readers are kept up to date with current affairs in regions from the Northeast Seaboard down the coast and into the Gulf as well as over to the Bahamas and through the Caribbean islands.

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 63,000 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+

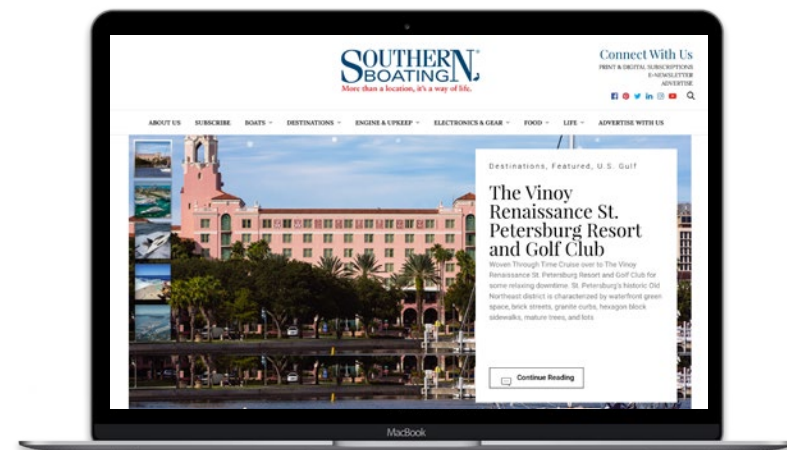
Qualified Visitors Across Our Channels



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
63,000 monthly

Distribution
50 States
27 Countries

1,934,712
Annual Page Views

00:04:40
Average Time On Page

7.5
Pages Per Session

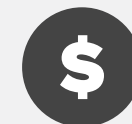
36,000
Subscribers

24%
Open Rate
15%
Click Rate

42,000
Subscribers

17.8%
Open Rate
+ Print Reach

DEMOGRAPHICS



Average HHI
\$420K



Age
75% are 45+



Gender
71% Male
29% Female



Average HHI
\$420K



Average Age
51



Gender
80% Male
20% Female



Own 2+ Boats
55%



Age
37% under 45



Gender
63% Male
37% Female



Average HHI
\$420K



Age
75% are 45+



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


63,000
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 to open a new client file in the Maghub digital ad system.

SUBMITTING ARTWORK

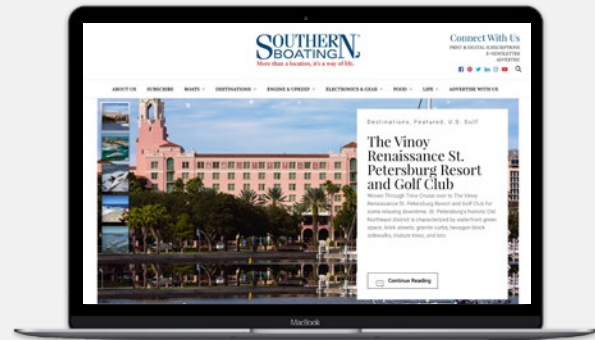
Visit the MagHub client center at:
southernboating.com/maghub-client-center

QUESTIONS?

Contact Geri Irwin Clem at
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


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Average Time on Page

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Average Pages per Session

DEMOGRAPHIC

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20% Female

E-NEWSLETTER



ENGAGEMENT

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Subscribers


24%
Open Rate


15%
Click Rate

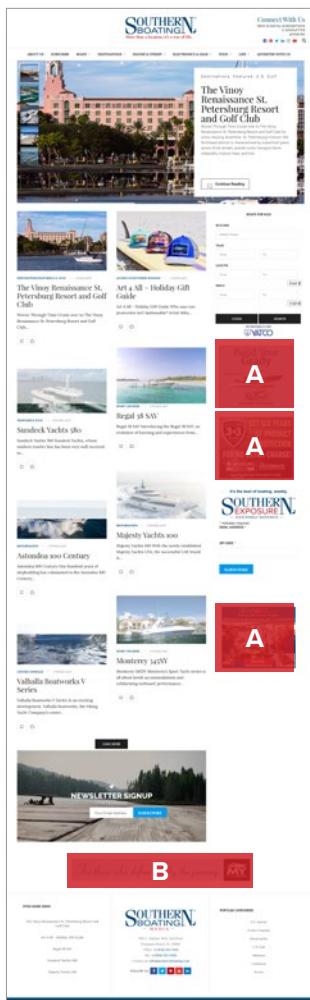
3,640,000
Annual Reach

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

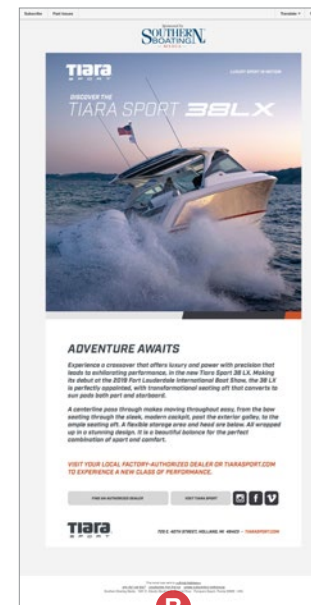
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QUESTIONS?

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brandon@southernboating.com or 954.522.5515



SPECS

SOUTHER EXPOSURE ENEWSLETTER

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

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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 or call 954.522.5515.

CONTACT



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SOUTHERN[®]
BOATING
— MEDIA —

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