



# SOUTHERN<sup>®</sup> BOATING<sub>INC.</sub>

— 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



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 Stem 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

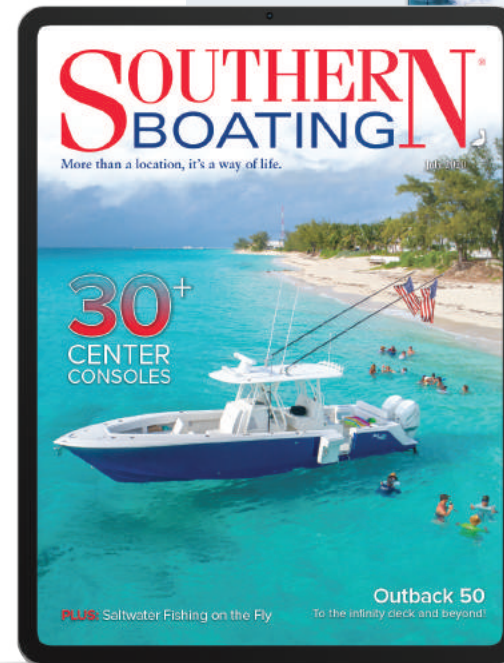
## DIGITAL EDITION OPPORTUNITIES

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

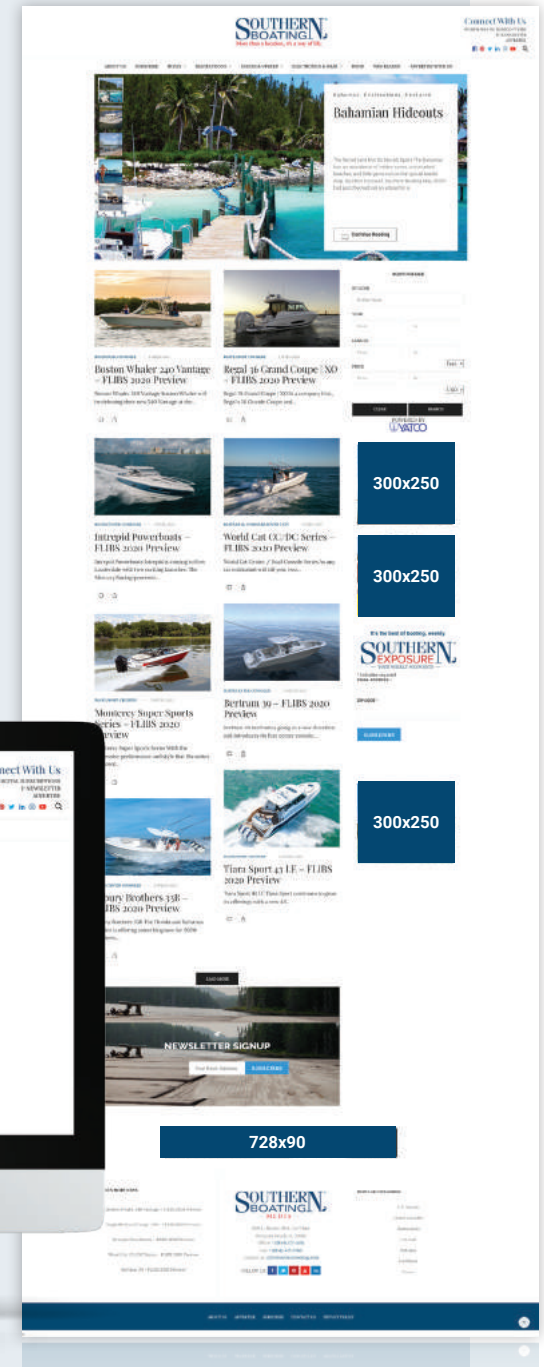
323,421 Monthly Site Visitors  
280,348 Unique Visitors  
797,082 Monthly Page Views  
7.5 Pages Per Session (Average)

## 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

60,000 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.*

”

View this email in your browser


**SOUTHERN EXPOSURE**  
YOUR WEEKLY HIGHLIGHTS

**Southern Boating TV**  
Episode 1: Fun On The Water with Nautical Ventures



In this episode of Southern Boating TV we sat down with Southern Boating's editor-in-chief, Steve Davis, and Nautical Ventures' owner and CEO Roger Moore to discuss why Nautical Ventures is the go-to place for everything you need for fun on the water.


[Learn More: Nautical Ventures Website](#)



**THE SPORT RIB REDEFINED**  
DURABILITY AND LUXURY COMBINED.  
[LEARN MORE](#)

**Axopar 37 XC**

**tiara**  
SPORT




**EXPERIENCE THE TIARA SPORT 43 LE**

**LUXURY. EXPRESS.**

The first in its series, the 43 LE emphasizes the brand tenets Tiara Sport has become synonymous for: sport styling combined with luxurious amenities, dedicated social zones and thrilling performance.

Experience the Tiara Sport lineup, including the 43 LE, at the 51st Fort Lauderdale International Boat Show on October 28 - November 1.

[View Dealer Information](#)



[FIND AN AUTHORIZED DEALER](#) [VISIT TIARA SPORT](#) [Facebook](#) [Twitter](#) [Instagram](#)

**tiara**  
SPORT

700 E. 40TH STREET, HOLLAND, MI 48426 • [TIARASPORT.COM](#)

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# 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

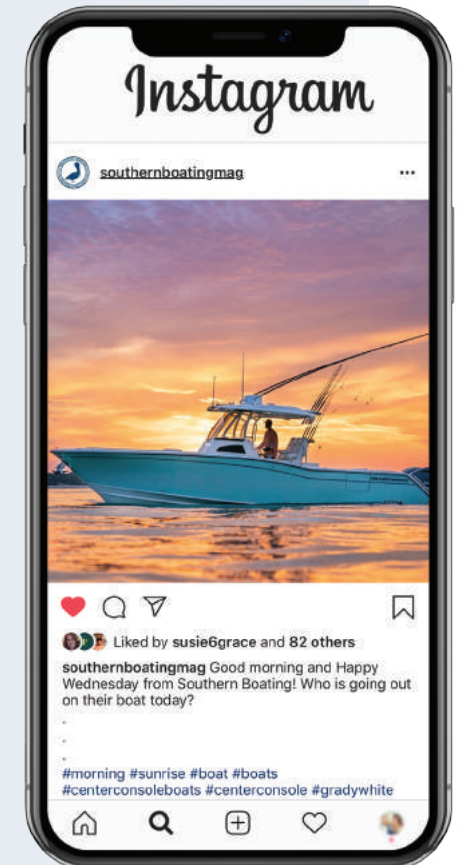
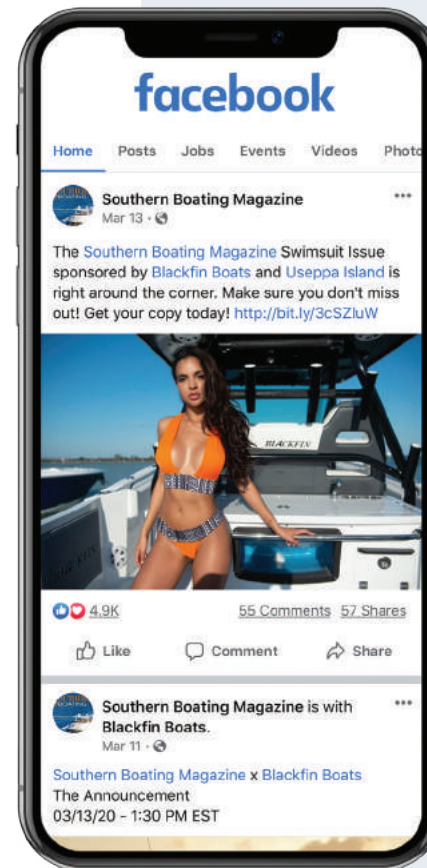
Pinterest

## OPPORTUNITIES

Sponsored 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
<b>Trim Size</b>	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)
<b>Bleed Size</b>	16.75" (w) x 11.125" (h)	8.5" (w) x 11.125" (h)	No Bleed	No Bleed	No Bleed
<b>Live Area</b>	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](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)

### FOR ALL ADDITIONAL PRODUCTS, BUNDLING OPTIONS, AND PARTNERSHIPS

Contact [brandon@southernboating.com](mailto:brandon@southernboating.com) or call 954.522.5515.



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