



SOUTHERN<sup>®</sup>  
BOATING  
— MEDIA —

CELEBRATING  
50 YEARS

2022 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 magazine* 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

Northeast • Mid-Atlantic • Southeast • 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

500,000+ Qualified Buyers Across Our Channels



 SouthernBoatingMagazine

 SouthernBoatingMag

 SouthernBoating

75,669  
Monthly Print  
Circulation

PAGE 7

323,421  
Average Monthly  
Unique Web Visitors

PAGE 8

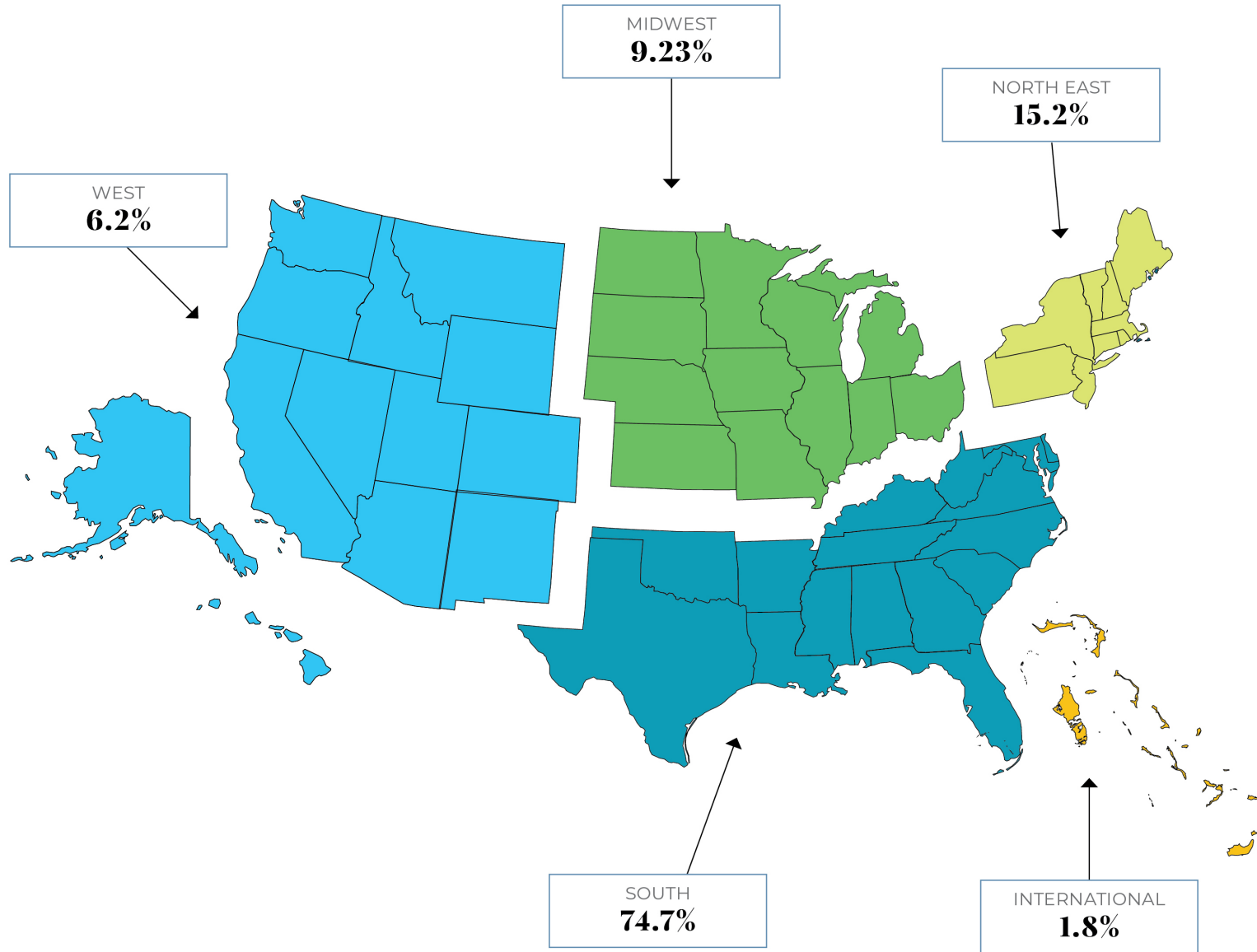
21,562  
Total Social  
Media Audience  
*(Paid Promotion Available)*

PAGE 10

64,000  
Email  
Subscribers

PAGE 9

# Reach



# Editorial

## JANUARY

- The List: Reader's Top Picks from Boats to Gear to Destinations
- Cruising Destination: Sarasota to Tampa Bay Culture Cruise

AD CLOSE: 12.01.21

## FEBRUARY

- Southern Exposure: The Boating, the Cuisine, the Industry, the Lifestyle
- Cruising Destination: The Georgia Coast

AD CLOSE: 01.04.22

## MARCH

- Spring Maintenance Guide
- Tenders/RIBs
- Cruising Destination: Planning Your Vacation

AD CLOSE: 02.02.22

## APRIL

- The Bahamas Issue
- Catamaran Buyer's Guide
- Cruising Destination: Eleuthera/Harbor Island

AD CLOSE: 03.02.22

## MAY

- The Swimsuit Issue
- Fun in the Sun (Watersport Boats and Toys)
- Cruising Destination: The Bungalows, Key Largo

AD CLOSE: 04.01.22

## JUNE

- The Fishing Issue
- Fishing Boats from the Flats to the Bays to Bluewater
- Fishing Destination: Destin, FL to Gulf Shores, AL

AD CLOSE: 05.03.22

## JULY

- Center Consoles
- Made in the USA - Stern to Stern (expanded)
- Cruising Destination: Outer Banks

AD CLOSE: 06.01.22

## AUGUST

- Northern Exposure: The Boating, the Cuisine, the Industry, the Lifestyle
- Cruising Destination: Lake Champlain

AD CLOSE: 07.01.22

## SEPTEMBER

- **Southern Boating Begins 50th Anniversary Celebration!**
- Sport/Express Cruisers
- Cruising Destination: Potomac River

AD CLOSE: 08.02.22

## OCTOBER

- Fort Lauderdale International Boat Show Preview
- From Builder to Broker (The Story of Yacht Delivery)
- Cruising Destination: Puerto Rico

AD CLOSE: 08.31.22

## NOVEMBER

- Annual Holiday Gift Guide
- Entertaining on Board
- Cruising Destination: Florida's Treasure Coast

AD CLOSE: 10.04.22

## DECEMBER

- Chartering
- Power and Electronics
- Long-Range Cruisers
- Cruising Destination: Cayman Islands

AD CLOSE: 11.02.22

# Magazine

## ABOUT

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

## CIRCULATION

12 Issues Annually

75,669 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

Marketplace

Custom Content/Advertorial

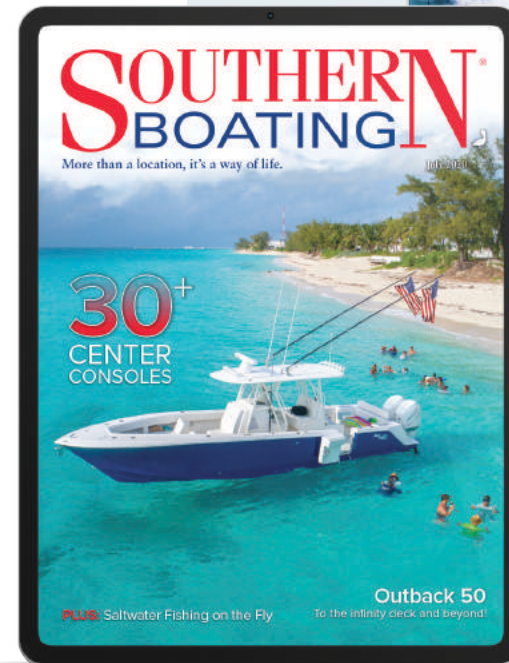
## DIGITAL EDITION OPPORTUNITIES

Spread, Full, Half, Marketplace

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

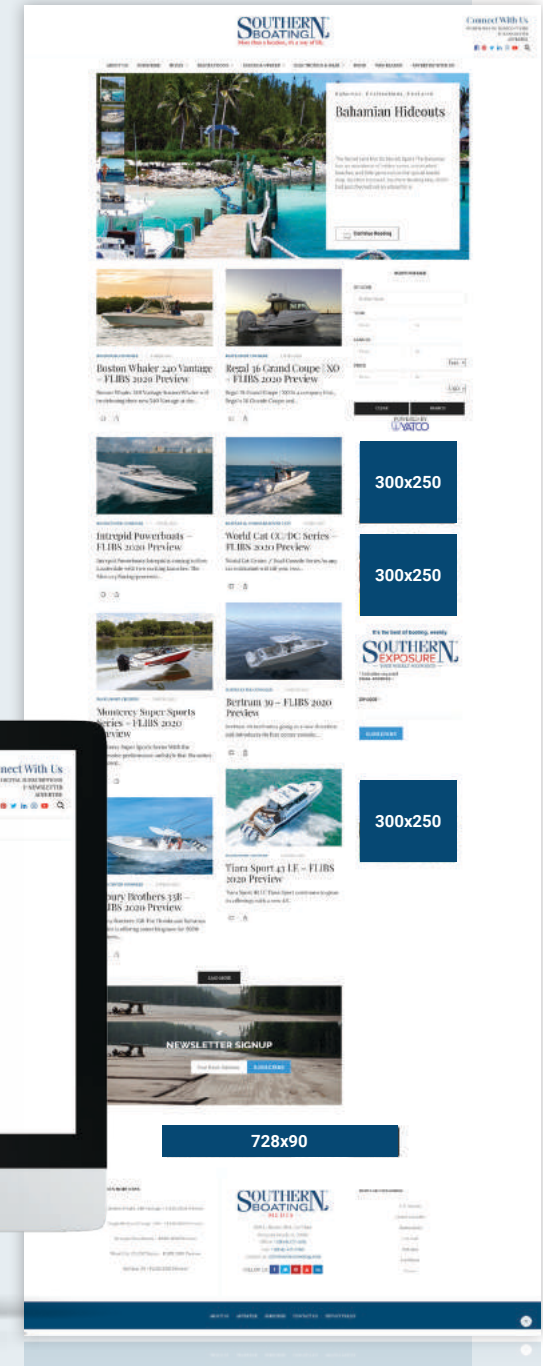
431,584 Monthly Site Visitors  
323,421 Monthly Unique Visitors  
797,082 Monthly Page Views  
7.5 Pages Per Session (Average)

## 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

64,000 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 article on your device

### 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's amenities 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 61st Fort Lauderdale International Boat Show on October 28 - November 1.

VIEW OTHER INFORMATION

FIND AN AUTHORIZED DEALER VISIT TIARA SPORT

### tiara SPORT

728 E. 40TH STREET, MELLAND, FL 33425 • TIARA SPORT.COM

The boat was built in a factory building...  
www.tiara.com...  
Southern Boating Media, LLC • Photo: Shutterstock. Source: Free. Information: www.southernboating.com

# Social Media

## ABOUT

Engage with Southern Boating Media's dedicated and highly engaged audience of 21,562 across our social media channels. Our social media platforms give you the opportunity to connect with an extremely qualified audience.

## PLATFORMS

Total Audience: 21,562

Facebook

Instagram

YouTube

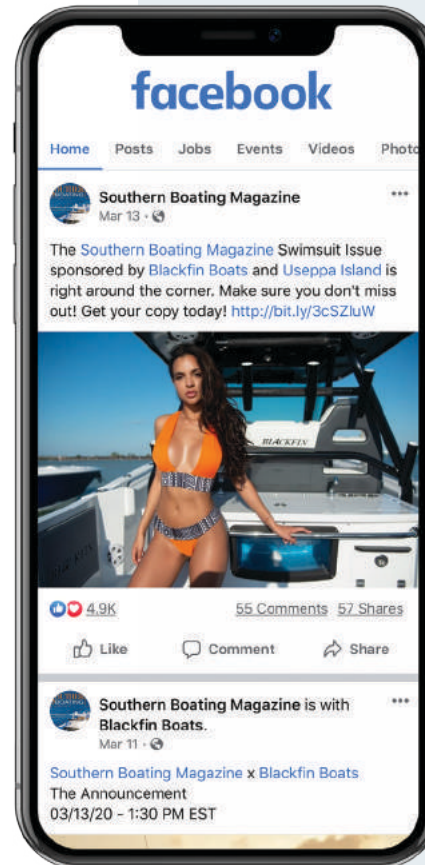
## OPPORTUNITIES

Promoted Posts

Custom Content

Retargeting

GeoFencing



# Southern Boating TV

## ABOUT

Have your product or service featured during a 10-minute interview and simultaneous video reel. Your episode is then promoted across Southern Boating Media's channels that direct interested viewers to a series of videos to promote new builds or products.

## SERIES EXAMPLES

Part One: Brand Awareness

Part Two: Design Process

Part Three: Build Process

Part Four: Detailed Walk-through

## ADDED PROMOTION

Southern Boating TV spots include promoting the episode or each part of your series on our social media pages (Facebook, Instagram, and TikTok), in our e-newsletter, and on our website under the Southern Boating TV tab.



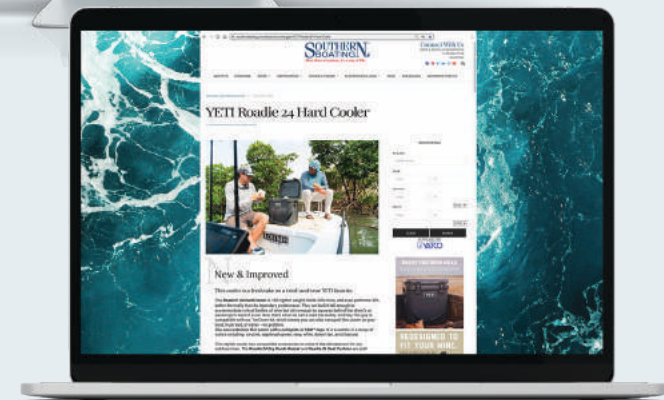
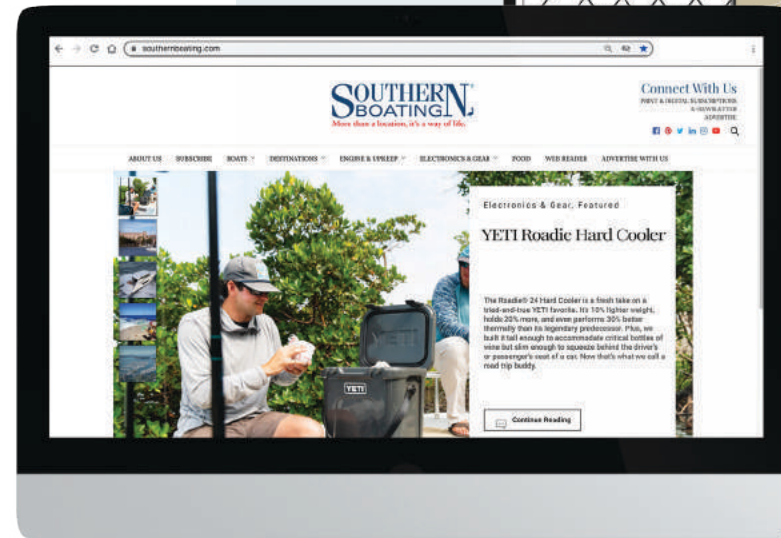
# Branded Content

## ABOUT

Southern Boating Media 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. Awareness, interest, and action are generated for your brand with our large reach.

## OPPORTUNITIES

- Product Advertisement
- Custom Advertorials
- Sponsored Social Media
- Giveaway Contests
- Events





# Specs

## Magazine

	Spread	Full Page	Half Page Vertical	Half Page Horizontal	Marketplace
<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 [james@southernboating.com](mailto:james@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](http://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.

# Contact

*Publisher* SKIP ALLEN  
skip@southernboating.com

## **SALES**

*Sales Manager* JAMES ANDERSON  
james@southernboating.com

## **MARKETING**

*Marketing Manager* BRANDON FERRIS  
brandon@southernboating.com

## **EDITORIAL**

*Editor in Chief* STEVE DAVIS  
steve@southernboating.com

## **OFFICE PHONE NUMBER**

954-522-5515



## *Need More Facts?*



PUBLICATION  
COMPARISON



CIRCULATION  
BREAKDOWN

**SOUTHERN<sup>®</sup>**  
**BOATING**  
— MEDIA —

1591 E. Atlantic Blvd., 2nd Floor • Pompano Beach, FL 33060  
954.522.5515 • southernboating.com