

SOUTHERN[®] BOATING_{INC.} — MEDIA —



2023 MEDIA KIT



A man and a woman are walking away from the camera on a wooden pier. The man is wearing a light blue button-down shirt, dark cargo shorts, and a light blue baseball cap. The woman is wearing a white sleeveless top, a wide-brimmed white hat, and a long white skirt. They are holding hands. The pier is made of wooden planks and leads out into a clear turquoise sea. In the background, a small boat is docked at the pier. The sky is bright blue with scattered white clouds.

IT'S A WAY OF LIFE

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!



BEYOND THE COVER

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

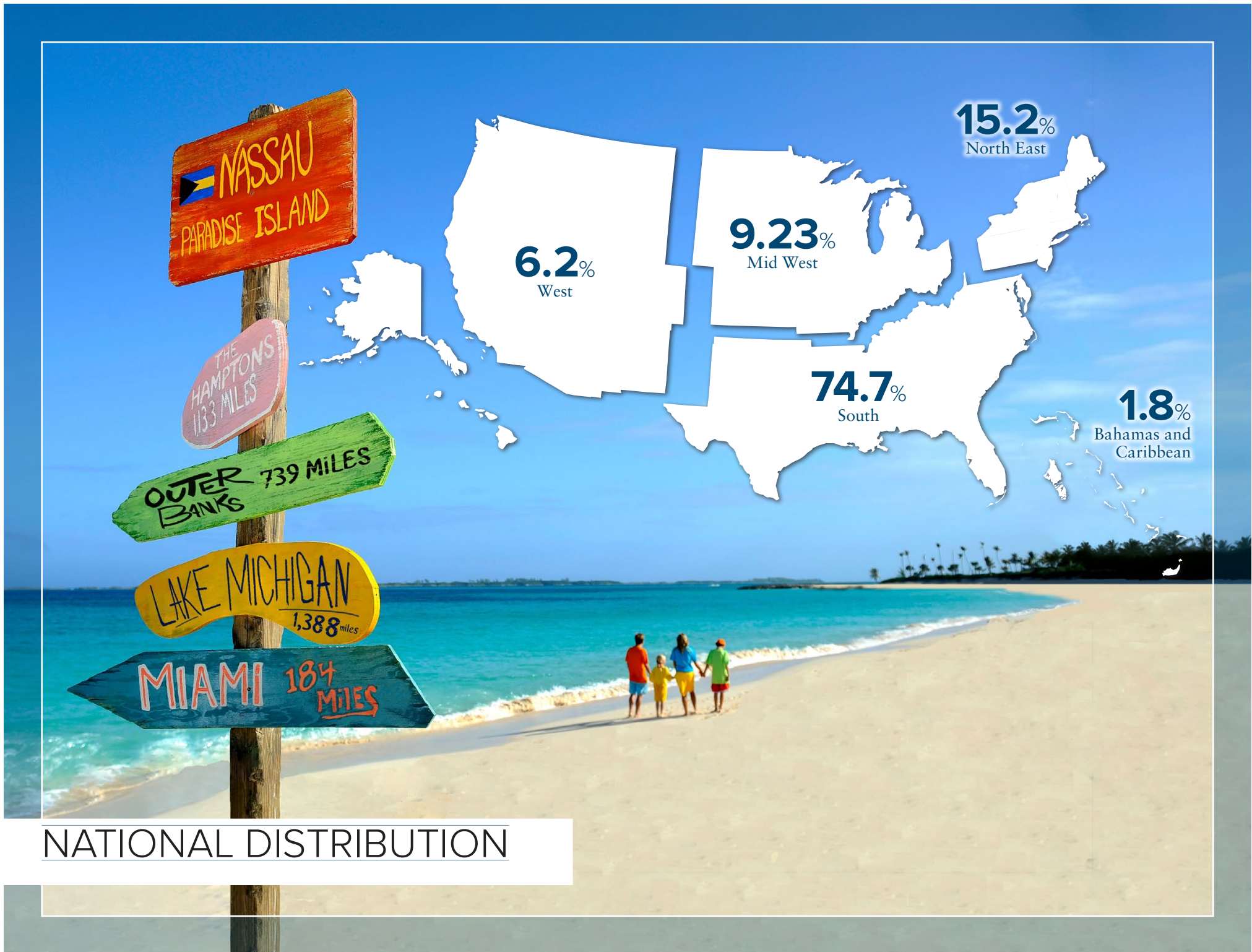
Upgrades ■ Finishes
Haul Out

Stem to Stern

Gifts ■ Apparel ■
Accessories ■ Safety

At Ease in the Galley

Recipes ■ Provisioning
Planning ■ Entertaining



NATIONAL DISTRIBUTION



REACH

500,000+

Qualified buyers across
our channels

323,421

Average monthly unique
web visitors

21,562

Total social media audience
(paid promotion available)

Facebook

SouthernBoatingMagazine

Instagram

SouthernBoatingMag

YouTube

Southern Boating

79,874

Monthly circulation

64,000

Email subscribers



JANUARY—Reader's Choice Awards

- Marine Industry Charity Involvement
- Destination: St. Lucia

Ad close date: 11.28.22



FEBRUARY—Miami Boat Show

- Luxury Goods
- Destination: Florida Loop

Ad close date: 12.29.22



MARCH—Haul Out Guide

- Inflatable Tenders
- Destination: New England

Ad close date: 02.06.23



APRIL—The Bahamas Issue

- Catamaran Buyer's Guide
- Destination: Grand Bahama & Beyond

Ad close date: 03.02.23



MAY—The Swimsuit Issue

- Fun in the Sun Watersport Toys
- Destination: TBD by shoot location

Ad close date: 03.30.23



JUNE—Fishing Issue

- Sportfish Roundup
- Destination: Bahamas/Atlantic City

Ad close date: 05.04.23



JULY—Center Consoles

- Made in the USA Products
- Destination: Great Lakes

Ad close date: 06.01.23



AUGUST—Cruising Issue

- Decked Out Docks
- Destination: Locations by Region

Ad close date: 06.30.23



SEPTEMBER—Travel and Food

- Sport/Express Cruisers
- Destination: The Virgin Islands

Ad close date: 08.30.23



OCTOBER—Fort Lauderdale Boat Show

- Safety and Etiquette
- Destination: Florida Keys

Ad close date: 08.31.23



NOVEMBER—Holiday Gift Guide

- Entertaining on Board
- Destination: Wilmington, NC

Ad close date: 09.28.23



DECEMBER—Power Roundup

- Long-Range Cruisers
- Destination: St. Simmons Island

Ad close date: 11.02.23

EDITORIAL CALENDAR 2023

For more information on due dates and pricing, contact your sales representative. Please be aware that editorial is subject to change.



OUR MAGAZINE

Circulation

- 12 issues annually
- 79,874 monthly
- Bonus distribution at yacht clubs, resorts, marinas, and exclusive events.

Demographics

- Average HHI: \$425K
- 75% are 45 years or older
- Male: 71% ■ Female: 29%
- 72% own a boat or yacht
- 43% own 2+ homes

Print Opportunities

- Spread, full, half
- Marketplace
- Advertorial

Digital Magazine Opportunities

- Ads for spreads, full, and half pages
- Marketplace
- Rich media
- Issue sponsorship
- Advertorial



OUR WEBSITE

Circulation

- 431,584 monthly site visitors
- 323,421 unique visitors
- 797,082 monthly page views
- 7.5 pages per session (average)

Demographics

- Average HHI: \$275K
- Average age: 51
- Male: 80% ■ Female: 20%

Opportunities

- Banner ads
- In-article ads
- Pop-up ads
- Marketplace
- Advertorial



WE'VE GOT MAIL

Distribution

- Weekly

Circulation

- 70,934 subscribers
- 26% open rate

Weekly newsletter opportunities

- Banner ads (in various sizes)
- In-article ads

Dedicated email

- Custom content
- Advertorial
- Retargeting



GET SOCIAL

Platforms

- Facebook
- Instagram
- YouTube
- Engagement: 21,562

Opportunities

- Promoted posts
- Custom content
- Retargeting
- GeoFencing
- Consulting



IN THE STREAM

Southern Boating TV

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 1: Brand Awareness
- Part 2: Design Process
- Part 3: Build Process
- Part 4: Detailed Walk-through

Added promotion

Southern Boating TV spots promote 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.



ADVERTORIAL

Your brand written up by ***Southern Boating***

Southern Boating Media delivers full-scale storytelling and design solutions for 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



Scan for sample



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— MEDIA —

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See how Southern Boating compares