

## 2023 Advertisers Buying Guide

### Boating Publication Comparison

|                                  | Southern Boating | Boating      | Power & Motoryacht | Yachting    | Passage Maker |
|----------------------------------|------------------|--------------|--------------------|-------------|---------------|
| Print/Digital Circulation        | 82,137           | 105,000      | 62,000             | 65,000      | 22,500        |
| Print Frequency                  | 12X              | 8X           | 10X                | 12X         | 8X            |
| Website Users                    | 35,880 users     | 29,020 users | 17,667 users       | 7,583 users | 10,000 users  |
| Newsletter Subscribers           | 61,000           | 93,000       | 17,465             | 49,000      | 17,000        |
| E-Blast Subscribers              | 61,000           | 66,000       | 31,450             | 38,000      | 17,000        |
| Total Digital Audience - Monthly | 157,880          | 188,020      | 66,582             | 94,583      | 44,000        |
| Total Audience - Annually        | 2,880,204        | 3,096,240    | 1,418,984          | 1,914,996   | 708,000       |

#### *Southern Boating* Readership who DO NOT READ the other yachting and boating magazines:

- **76.7%** of *Southern Boating* readers DO NOT READ Yachting Magazine
- **67.4%** of *Southern Boating* readers DO NOT READ Soundings
- **65.1%** of *Southern Boating* Readers DO NOT READ Boating
- **63%** of *Southern Boating* readers DO NOT READ Passage Maker
- **49%** of *Southern Boating* readers DO NOT READ Power & MotorYacht

#### Detailed audience/viewership/readership profile:

- Average HHI: \$425,000
- Average Net Worth: \$2.76 Million

#### Boating Ownership & Activities:

- 89% own a boat
- 55% own multiple boats
- 42% own a boat 40'+
- 33% intend to buy a new yacht
- 65% keep boat at a marina
- 89% cruise
- 50% long distance cruising
- 94% entertain on-board

*(source: SB subscriber study)*