

SOUTHERN[®] BOATING_{INC.}

— MEDIA —

CELEBRATING
50⁺
YEARS

2024 MEDIA KIT

A man and a woman are sitting on a boat deck, looking out at the ocean. The woman is wearing an orange top and sunglasses, and the man is wearing a light blue shirt and sunglasses. They are sitting on a white sofa with a wooden table in front of them. The table has four tan chairs with metal frames. The boat is moving, and there is a white wake in the water. The sky is blue with some 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. 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!

BEYOND THE COVER



The Boating Lifestyle

Boat Reviews ■ Fishing
Cruising ■ Destinations
Stem to Stern ■ Buyer's Guide

Regional Reports

Northeast ■ Mid-Atlantic
Southeast ■ Gulf Coast
The Bahamas ■ Caribbean

Engine Room

Power ■ Equipment
Maintenance ■ Systems

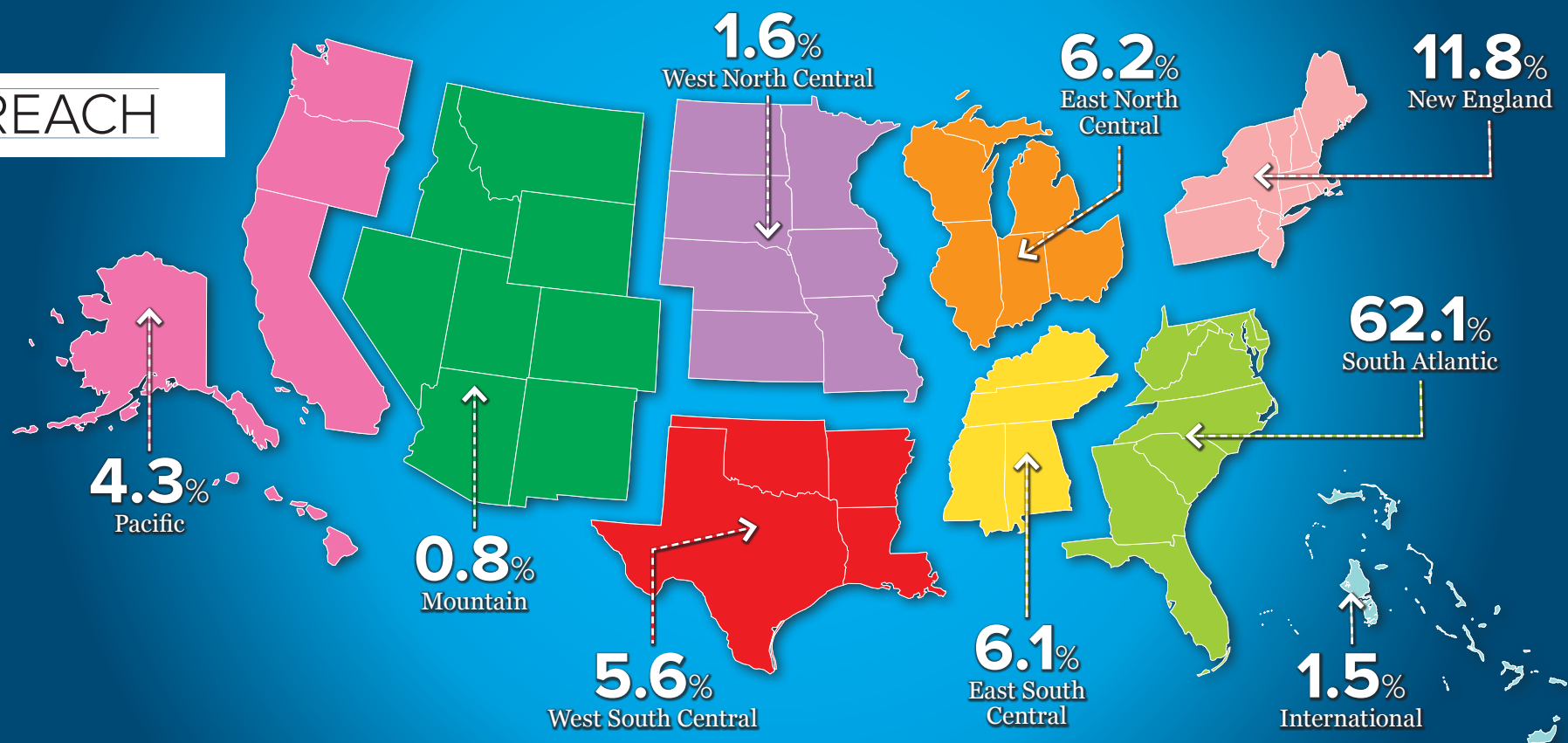
Wired

Electronics ■ Gadgets
Trends ■ Gear

DIY

Upgrades ■ Finishes
Haul Out ■ Safety
At Ease in the Galley

REACH



500,000+

Qualified buyers across our channels

61,000

Email subscribers

41%

Percent of readers that reside in multiple regions

82,137

Monthly circulation

21,562

Total social media audience (paid promotion available)

17%

Percent of readers that relocate their boat seasonally

1.38 Million

Average monthly web impressions

International readership

50 states and 16 countries

Facebook
SouthernBoatingMagazine

Instagram
SouthernBoatingMag

YouTube
Southern Boating



JANUARY—Reader's Choice Awards

- Get Your Boating Lifestyle in Shape
- Destination: Turks & Caicos



FEBRUARY—Miami Boat Show

- Hull Designs: European vs American
- Destination: Tarpon Springs, FL



MARCH—Maintenance/Refit Guide

- Tender/RIB Guide
- Destination: New England (TBD)



APRIL—The Bahamas Issue

- Catamaran Buyer's Guide
- Destination: Exumas



MAY—The Swimsuit Issue

- Destination: TBD by shoot location



JUNE—Fishing Issue

- Sportfisherman Guide
- Destination: Costa Rica



Center Console Guide

- Made in USA Stem to Stern (expanded)
- Destination: Great Lakes (TBD)



AUGUST—Design Inspiration (refresh your interior)

- Destination: Charter Itineraries (TBD)



SEPTEMBER—Travel and Food

- Sport/Express Cruisers Guide
- Destination: Biloxi, MS to Houston, TX



OCTOBER—Ft. Lauderdale Boat Show

- Safety and Etiquette
- Destination: Fort Meyers



NOVEMBER—Holiday Gift Guide

- Entertaining on Board
- Destination: Great Loop (segment TBD)



DECEMBER—Cruising Issue

- Long-Range Cruisers
- Destination: Cruising Locations by Region

EDITORIAL CALENDAR 2024

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

THE MAGAZINE



Circulation

- 12 issues annually
- 82,137 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 (quarter page)
- Advertorial

Digital Magazine Opportunities

- Digital spreads, full, and half pages
- Marketplace
- Rich media (video)
- Issue sponsorship
- Sponsored content

OUR WEBSITE



Circulation

- 157,880 average monthly digital audience
- 6.1 average events per session
- 2.4 average pages per session
- 30,000 average new users per month

Demographics

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

Opportunities

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



Scan to see examples of placement opportunities

EMAIL



Distribution

- Weekly (every Wednesday)

Circulation

- 61,000 subscribers
- 34% open rate

Weekly newsletter opportunities

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

Dedicated email

- Custom content
- Advertorial
- Retargeting

SOCIAL MEDIA



Platforms

- Facebook
- Instagram
- YouTube

■ Engagement:
21,562

Opportunities

- Promoted posts
- Custom content
- Retargeting

- GeoFencing
- Consulting



Scan to see examples of
placement opportunities



STREAMING MEDIA

Digital Streaming Options

Dive into the digital age with Southern Boating's multifaceted streaming platforms. Our offerings are tailored to provide advertisers with a dynamic and engaging medium to showcase their products and services to a dedicated audience of boating enthusiasts.

YouTube & Podcasts:

- **Sponsored Episodes:** Engage our audience with your product's unique story.
- **In-Episode Ads:** Integrate your offering seamlessly within our content.
- **Expert Conversations:** Dive deep into topics, positioning yourself as an industry leader.

Promotional Boost:

Every episode, whether it's a sponsored segment or an expert conversation, receives extensive promotion across our digital ecosystem. This includes features on our social media channels, mentions in our digital newsletters, spotlight in the "On the Web" section of our print publication, and prominent placement on our website.

Harness the power of digital streaming with Southern Boating and connect with our audience like never before.

SPONSORED CONTENT



Your brand written 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 content
- Sponsored social media
- Giveaway contests
- Events



Scan to see examples of placement opportunities

CONTACT US

Publishing
Skip Allen, Publisher
skip@southernboating.com

Editorial
Steve Davis, Editor in Chief
steve@southernboating.com

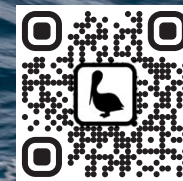
Sales
James Anderson, Sales Director
james@southernboating.com

Marketing
Ian Sneed, Marketing Director
ian@southernboating.com

SOUTHERN[®] BOATING_N

— MEDIA —

1591 E. Atlantic Blvd., 2nd Floor ■ Pompano Beach, FL 33060
954-522-5515 ■ southernboating.com



See how Southern Boating compares