

# SOUTHERN<sup>®</sup> BOATING<sub>1</sub>

— MEDIA —

CELEBRATING  
**50**<sup>+</sup>  
YEARS

2024 MEDIA KIT



A man and a woman are sitting on a boat, 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 through the water, leaving a white wake. 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

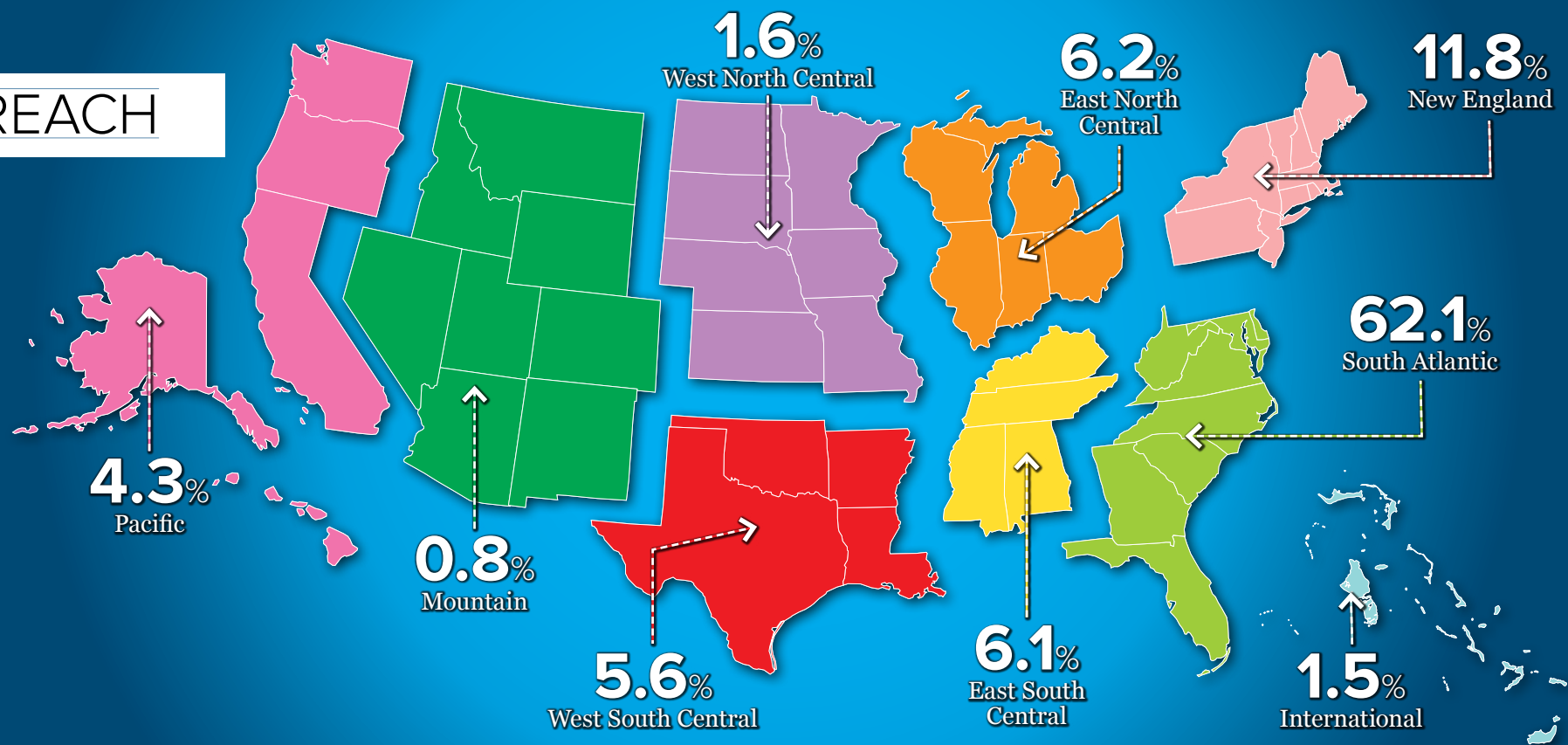
### Wired

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—Center Console**

- Center Console Buyers' Guide
- Destination: East Coast Hurricane Holes



#### **JUNE—Fishing Issue**

- Sportfisherman Guide
- Destination: Costa Rica



#### **JULY—Made in the USA**

- American Boat Builders
- Destination: Great Loop (TBD)



#### **AUGUST—Power By Design**

- Onboard Power Equipment Guide
- Destination: Cruising Locations by Region



#### **SEPTEMBER—Foreign-Born**

- European Boat Builders
- Destination: Europe (TBD)



#### **OCTOBER—Ft. Lauderdale Boat Show**

- Safety and Etiquette
- Destination: Fort Meyers



#### **NOVEMBER—Holiday Gift Guide**

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



#### **DECEMBER—Charter, Travel, & Food**

- Winter Getaways
- Destination: Charter Itineraries

## 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

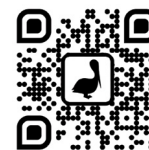
- 157,880 average monthly digital audience
- 6.1 average events per session
- 2.4 average pages per session
- 30,000 average new users per month

### 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



# SOUTHERN<sup>®</sup> BOATING<sub>LLC</sub>

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See how Southern Boating compares