



SOUTHERN Boating[®]
& Yachting

Media Kit
2026



For over 50 years, *Southern Boating & Yachting* has been a trusted source for boating, cruising and fishing enthusiasts seeking expert insight, resources, entertainment, and inspiration on the water. What sets us apart? With no corporate bureaucracy or barriers to deal with, we're able to focus entirely on our clientele and deliver custom solutions to meet their specific needs. In fact, we're one of the few independent media companies still thriving in the marine publishing world.

Audience

The *Southern Boating & Yachting* audience is an affluent, loyal and active boating population equally dedicated to cruising, fishing, travel and water sports. Our readers enjoy the best of everything the boating lifestyle has to offer both on and off the water, and regard *Southern Boating & Yachting* as the industry voice it can trust.



Products

- Print Magazine
- e-Newsletters
- Video production
- Sponsored Content
- Dedicated Emails
- Podcast
- Social Media
- Custom Publications

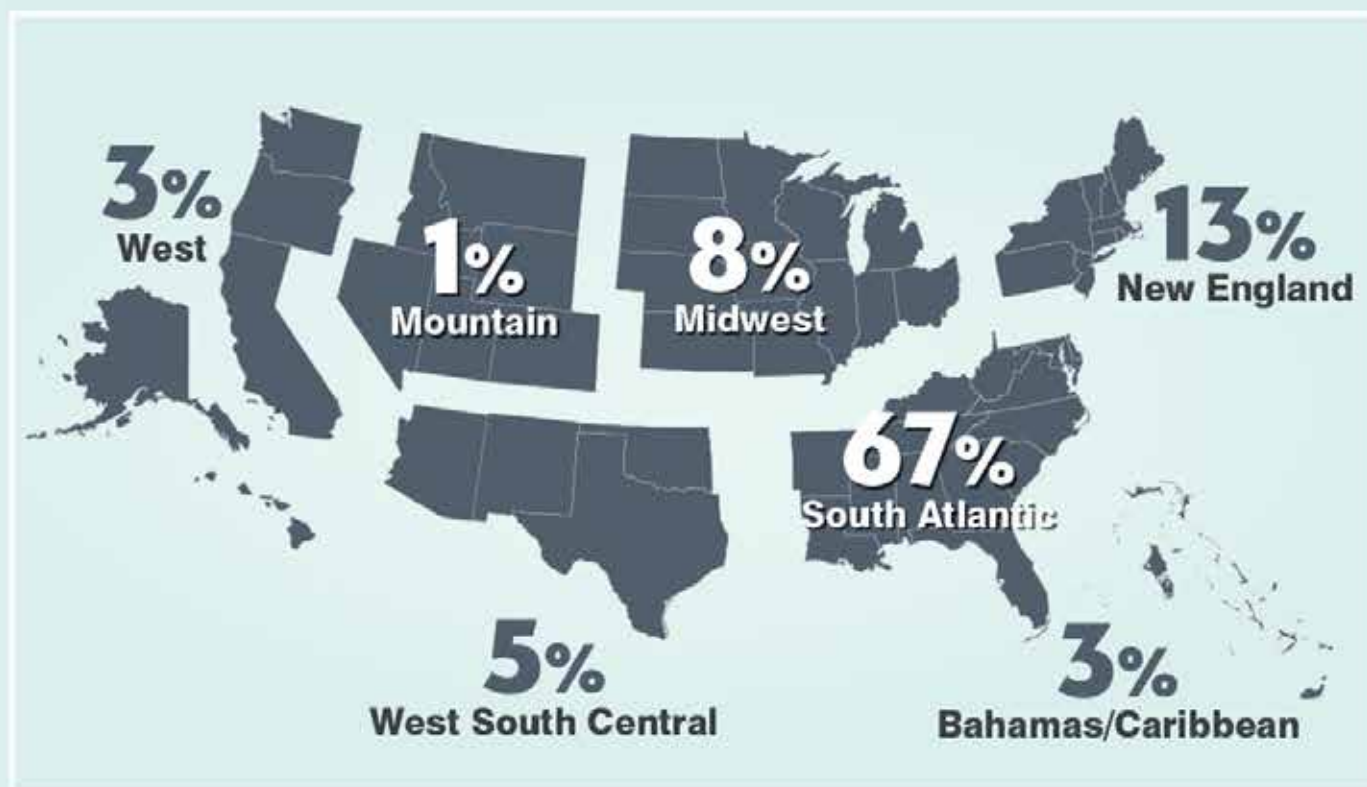
Distribution

SOUTHERN BOATING & YACHTING IS DISTRIBUTED:

87% Direct in-home delivery to subscribers

9.5% In marinas yacht clubs and marine specialty stores

3.5% In transportation terminals and private airports



Subscribers

83k
Print and Digital
Magazine Subscribers

51k
Email
Subscribers

1.38m
Average Monthly
Web Impressions

22k
Total Social Media
Audience
(Paid Promotion Available)



2026 Editorial Calendar

JANUARY

Readers' Choice Awards

- Residences that cater to the boating lifestyle
- Debut Guide: Miami Boat Show

FEBRUARY

Real Estate: Life on the Water

- Residences that cater to the boating lifestyle
- Debut Guide: Miami Boat Show

MARCH

Spring Launch

- Gear checklists, new products, maintenance & upgrades to make before summer
- Buyers' Guide: Boats under 50' with multiple cabins

APRIL

The Bahamas Issue

- The bareboat charter boom
- Updated Bahamas entry and customs guide for boaters
- Buyers' Guide: Power Catamarans

MAY

Summer Boating

- Destination: Nova Scotia
- Buyers' Guide: Center consoles

JUNE

Focus on Fishing

- Hot spots for great catches
- How to select rods & equipment
- Buyers' Guide: Sportfishing boats

JULY

America on the Water

- A timeline of boating in America
- Vessels, accessories, clothing & more
- Buyers' Guide: Lobster/Picnic boats

AUGUST

Luxury on the Water

- Pros shaping the marine industry
- High-end marine gear
- Cruisers' Guide: Marinas handbook

SEPTEMBER

55th Anniversary Issue: Fall Fun

- Entertaining on board
- Newport Boat Show
- Buyers' Guide: International boat builders

OCTOBER

FLIBS Issue

- Celebrating female leaders in the marine industry
- Debut Guide: Fort Lauderdale International Boat Show

NOVEMBER

'Tis the Season

- Holiday gift guide
- Buyers' Guide: Sport Express Cruisers

DECEMBER

The Travel Issue

- Cold-weather boating destinations
- Winterizing your boat
- Buyers' Guide: Long-Range Cruisers/ Motoryachts

Why Brand Loyalty Pays

40% of readers have been subscribers for more than 5 years

21% have been subscribers for more than 10 years

21% of advertisers have been working with us for more than 15 years

Client Testimonials

"We have been working with *Southern Boating* for more than 20 years. They are a trusted brand with a creative, responsive, and professional team that delivers results."

Michael Cannova
PRESIDENT, MARLOW MARINE SALES, INC.

"We have partnered with *Southern Boating* for nearly 30 years. The publication offers a desirable combination of travel and destination articles as well as new products, events, and boating lifestyle topics that has proven to draw qualified readers that we want to be in front of. The entire team and SB&YM are dedicated to assisting us with all our marketing needs and have proven to us that it works!"

Todd Albrecht
PRESIDENT, JUPITER MARINE

"*Southern Boating* has been my go-to magazine for placing ads and planning promotions for over 40 years. They have been true marketing partners. Boaters subscribe to this magazine for its lifestyle content and local boating knowledge. Readers become better boaters and plan their family boating adventures from reading *Southern Boating*. They don't disappoint their big subscriber base, and they've never disappointed me as an advertiser."

Frank Ferraro
CMO, NAUTICAL VENTURES GROUP

For advertising rates, specs, terms and conditions,
contact James Anderson at james@southernboating.com.

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