



Scuttlebutt Southeast

**2024
MEDIA KIT**



2024 PRINT RATES & SPECIFICATIONS

Color included in all prices

PREMIUM RATES

Front & back covers	\$4500
Front cover	\$3200
Back cover	\$2600
Inside front cover	\$2600
Inside front cover & Page 1	\$3900
Inside back cover	\$2300
Two page spread	\$2900

DISPLAY RATES (GUARANTEED front half of magazine)

	1x	3x	6x
Full page	\$2200	\$1925	\$1650
1/2 page	\$1275	\$1100	\$950
1/4 page	\$650	\$575	\$500
1/8 page	Not available in display section		

MARKETPLACE RATES

	1x	3x	6x
Full page	\$1925	\$1650	\$1475
1/2 page	\$1100	\$950	\$800
1/4 page	\$575	\$500	\$425
1/8 page	\$295	\$245	\$195

ABOUT THE MAGAZINE

SCUTTLEBUTT SOUTHEAST DELIVERS A DESIRABLE, VALUABLE MAGAZINE WITH A LONG SHELF LIFE

Our free bi-monthly magazine is full gloss and expertly designed. Within every issue, readers find content related to boating products, services, events, destinations, and more, all tailored to favor the largest boating audience in the U.S. Reaching over 50,000 boaters across the Carolinas and beyond, Scuttlebutt Southeast is the ideal environment for your marketing message.

All issues are reproduced in a digital format with additional features and are available for free indefinitely.

The purchase of a print ad in Scuttlebutt Southeast UNLOCKS ACCESS TO ADDITIONAL ADVERTISING BENEFITS FOR FREE:

- Placement within digital magazine
- Advertising exposure at 30+ boat shows
- Editorial/press release opportunities
- Inclusion within 'Scuttlebutts' — weekly newsletter
- Social media exposure on our platforms
- Brokerage listings within the magazine
- Giveaway campaigns for additional exposure

For questions about pricing, reserving space, and more, call 260-602-7291 or email jim@scuttlebutt.com



PAGE SPECIFICATIONS

2-PAGE SPREAD (with bleed)

17" w x 10.875" h
Add .25" bleed around

16" w x 10" h - Safety Area
Keep important information within this space

FULL PAGE (with bleed)

8.5" w x 10.875" h
Add .25" bleed around

7.5" w x 10" h
Safety Area - Keep important information within this space

1/2 PAGE VERTICAL (no bleed)

3.75" w x 10" h

1/2 PAGE HORIZONTAL (no bleed)

7.5" w x 5" h

1/4 PAGE (no bleed)

3.75" w x 5" h

1/8 PAGE (no bleed)

3.75" w x 2.5" h

MECHANICAL REQUIREMENTS

Full Page - Bleed Size (Trim + 0.25" bleed)...8.75" w x 11.125" h
 Full Page - Size/Trim.....8.5" w x 10.875" h
 Full Page - Safety Area.....7.5" w x 10" h

** Keep all important ad copy & info within the "Safety Area", only images & background colors should extend beyond the trim & bleed.

AD SUBMISSION GUIDELINES:

Print Ready Ads: Ads must be in PDF, TIF, or JPEG format, sized correctly and 300 dpi at 100% size. Submit full page with bleed (*without cropmarks*) to design@scuttlebutt.com.

Need help designing your ad?

Ad design and production assistance is available at reasonable rates. For questions about art and production, email info@scuttlebutt.com.



ADVERTISING@SCUTTLEBUTT.COM

OUR COVERAGE AREA: THE

REGIONAL BOAT REGISTRATIONS

The Carolinas and Georgia region had over 1 million registered recreational boats in 2022. This accounts for over 9% of the entire United States.

SOURCE: STATISTA and USGS.GOV

THE EAST COAST REGION OF NC, SC, AND GA HAS OVER 6,000 MILES OF SHORELINE. PLUS, THE REGION HAS 9,000 SQ MI. OF INLAND WATER



LAKE LANIER, GA



ATLANTA, GA



SAINT SIMONS ISLAND, GA

FREE COPIES
ARE PROVIDED AT
OVER 500
MARINE DISTRIBUTION
LOCATIONS

MARINAS • YACHT CLUBS
MARINE STORES • MARINE BUSINESSES



WINTER

JANUARY/FEBRUARY

Issue is available: 01/05/2024 – 03/06/2024

- **EDITORIAL FEATURES** •
 - * 2024 New Boat Models
 - * Comms
 - * Coatings
- **EAST COAST DESTINATION** •

(Subject to Change)

 - * Lake Lanier, GA



- **BOAT SHOWS** •

(Subject to Change)

Lansing Boat Show, Chicago Boat & RV Sail Show, Minneapolis Boat Show, Milwaukee Boat Show, Grand Rapids Boat Show, Fort Wayne Boat Show, Miami International Boat Show, Gaylord Boat Show

SPACE RESERVATION: 11/30/2023
MATERIALS DUE: 12/7/2023

SPRING

MARCH/APRIL

Issue is available: 03/07/2024 – 05/02/2024

- **EDITORIAL FEATURES** •
 - * Brokers/ Dealers
 - * Trailer Boating
 - * Boat Maintenance
- **EAST COAST DESTINATION** •

(Subject to Change)

 - * Hilton Head Island, SC



- **BOAT SHOWS** •

(Subject to Change)

Columbia Boat Show, Savannah Boat Show, Mid Atlantic Boat Show, Speed Boat Adventure Charleston, Central Carolina Boat & Fishing Expo, Raleigh Convention Center Boat Show, Palm Beach Boat Show, 1000 Islands Spring Boat Show (Clayton, NY)

SPACE RESERVATION: 2/8/2024
MATERIALS DUE: 2/15/2024

LAUNCH

MAY/JUNE

Issue is available: 05/03/2024 – 06/27/2024

- **EDITORIAL FEATURES** •
 - * Boating Toys
 - * Apparel
 - * Boating Clubs
- **EAST COAST DESTINATION** •

(Subject to Change)

 - * Wrightsville Beach, NC



- **BOAT SHOWS** •

(Subject to Change)

Annual Wooden Boat Show (Beaufort, NC), Dragon Boat Charleston Water Festival, Cape Fear Blue Marlin Tournament, Bay Harbor In-Water Boat Show, HarborFest Boat Show & Music Festival (Chicago)

SPACE RESERVATION: 4/4/2024
MATERIALS DUE: 4/11/2024

EDITORIAL

2024

CALENDAR

SUMMER

JULY/AUGUST

Issue is available: 06/28/2024 – 08/29/2024

- **EDITORIAL FEATURES** •
 - * Safety
 - * Navigation
 - * Accessories
- **EAST COAST DESTINATION** •

(Subject to Change)

 - * Oriental, NC



- **BOAT SHOWS** •

(Subject to Change)

Carolina Fall Boat Show & Sale, Carolina Billfish Classic, Clayton Antique Boat Show, Port Sanilac Antique Boat & Vintage Show, Port Credit In-Water Boat Show

SPACE RESERVATION: 5/30/2024
MATERIALS DUE: 6/6/2024

FALL

SEPTEMBER/OCTOBER

Issue is available: 08/30/2024 – 11/07/2024

- **EDITORIAL FEATURES** •
 - * Travel
 - * Insurance
 - * Charters
- **EAST COAST DESTINATION** •

(Subject to Change)

 - * Savannah, GA



- **BOAT SHOWS** •

(Subject to Change)

Lake Lanier Boat Show, Metro Boat Show, Newport International Boat Show, International Boatbuilders Exhibition & Conference (IBEX), US Sailboat Show (Annapolis, MD), Fort Lauderdale International Boat Show

SPACE RESERVATION: 8/1/2024
MATERIALS DUE: 8/8/2024

BUYER'S GUIDE

NOVEMBER/DECEMBER

Issue is available: 11/08/2024 – All of 2025

- **ANNUAL BUYER'S GUIDE** •
 - * New Products for 2025



Our **GIFT IDEAS** Special Section is also part of this issue!

Available at all 2025 Boat Shows

SPACE RESERVATION: 10/10/2024
MATERIALS DUE: 10/17/2024



CONTACT US:

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INFORMATION

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EDITORIAL

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DESIGN

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Providing an effective meeting place for marine businesses to connect to boaters using the most productive combination of print and digital platforms.

