

Scuttlebutt
MAGAZINES

2027 NATIONAL MEDIA KIT

THE BOATER'S MAGAZINES.
FREE WHERE THEY TIE UP.



2.5K+

DISTRIBUTION
LOCATIONS



7.2M+

REGISTERED BOATS
IN OUR MARKET



300K+

ENGAGED
BOATERS



50+

MAJOR BOAT
SHOWS

PRINT. DIGITAL. SOCIAL.



**Scuttlebutt
MAGAZINES**

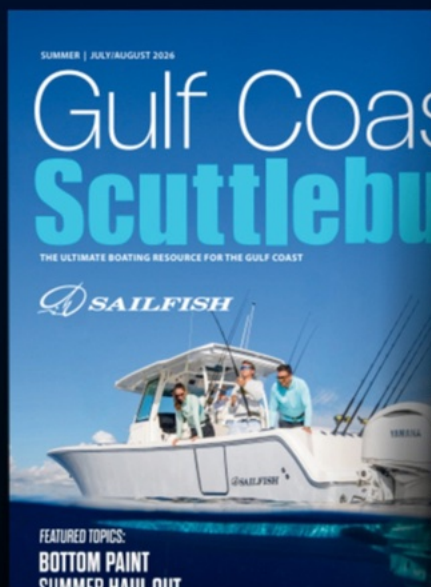
REACH BOATERS ACROSS AMERICA'S WATERWAYS

ABOUT THE MAGAZINES

**BOATERS DON'T STUMBLE ACROSS SCUTTLEBUTT.
THEY PICK IT UP WITH PURPOSE.**

Scuttlebutt Magazines is built on one simple idea: put the magazine where active boaters already spend their time. Instead of relying on paid subscriptions or mass mailing lists, every issue is strategically distributed throughout marinas, yacht clubs, marine retailers, service centers, dealerships, and major boat shows across the Great Lakes, Gulf Coast, and Southeast.

Readers don't receive Scuttlebutt because it showed up in their mailbox. They pick it up because they're already immersed in boating. That means your advertising reaches people who are actively shopping, upgrading, traveling, maintaining, and enjoying life on the water.



WE OWN THE MARINE MARKET

PRINT AD RATES

★	PREMIUM RATES	★
Front & Back Covers	\$15000	
Front Cover	\$10000	
Back Cover	\$7500	
Inside Front Cover	\$7500	
Inside Front Cover & Page 1	\$12000	
Inside Back Cover	\$7000	
Two-Page Spread	\$9000	
Custom ad sizes available upon request		

DISPLAY RATES (GUARANTEED FRONT HALF)



	1X	3X	6X
Full Page	\$6600	\$5800	\$5000
1/2 Page	\$3700	\$3200	\$2800
1/4 Page	\$1900	\$1675	\$1450
1/8 Page	Not Available in Display Section		

MARKETPLACE RATES



	1X	3X	6X
Full Page	\$5800	\$5000	\$4500
1/2 Page	\$3200	\$2800	\$2400
1/4 Page	\$1675	\$1450	\$1225
1/8 Page	\$850	\$725	\$600

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
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2027 SPECIAL EDITORIAL TOPICS CALENDAR

ISSUE	GREAT LAKES THEMES	SOUTHEAST THEMES	GULF COAST THEMES	DEADLINES
WINTER JAN/FEB	LOOKING FORWARD	STAYING READY	READY, SET, GO	RESERVATION 11/30/2026 MATERIALS DUE 12/07/2026
SPRING MAR/APR	NEW & IMPROVED	AT HOME & BEYOND	SEIZE THE SPRAY	RESERVATION 02/01/2027 MATERIALS DUE 02/05/2027
MID-SUMMER MAY/JUN	LIVING THE LIFESTYLE	A PERFECT FIT	UNDER THE SURFACE	RESERVATION 03/30/2027 MATERIALS DUE 04/05/2027
SUMMER JUL/AUG	THE BEST OF BOATING	SEASONAL SENSATIONS	CLEAN & CLEAR	RESERVATION 06/04/2027 MATERIALS DUE 06/09/2027
FALL SEP/OCT	BACK TO BASICS	BUILT DIFFERENT	LAND, HO!	RESERVATION 07/30/2027 MATERIALS DUE 08/05/2027
YEAR END NOV/DEC	PRODUCT BUYING GUIDE	GOOD & GATHERED	INVESTING BETTER	RESERVATION 09/29/2027 MATERIALS DUE 10/06/2027

NEED HELP DESIGNING YOUR AD?

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

AD SUBMISSION GUIDELINES

Print ready ads: Submit in PDF, TIF, or JPEG format, sized correctly at 300 dpi (100% size). Full-page ads should include bleed but no crop marks.

COVERAGE AREA & DISTRIBUTION

WE ATTEND OVER 50+ BOAT SHOWS

GREAT LAKES

Lansing Boat Show,
Chicago Boat Show,
Detroit Boat Show,
Minneapolis Boat Show,
Toronto Intl. Boat Show,
Cleveland Boat Show,
Milwaukee Boat Show,
Grand Rapids Boat Show,
Fort Wayne Boat Show,
Miami Intl. Boat Show,
Green Bay Boat Show,
Michiana Boat Show,
Milwaukee Sports Show,
Novi Boat Show,
Palm Beach Intl. Boat Show,
1000 Islands Spring Boat Show,
Catawba Island Boat Show,
Great Lakes Boating Festival,
Bay Harbor In-Water Show,
In Water Boat Show (Chicago),
Muskegon Boat Show,
Navy Pier/ Chicago,
Metro Boat Show,
Newport Intl. Boat Show,
Intl. Boatbuilders Exhibition & Conference (**IBEX**),
U.S. Sailboat Show (**Annapolis**)

SOUTHEAST

Jacksonville Boat Show,
Charleston Boat Show,
Columbia Boat Show,
Suncoast Boat Show,
Georgetown Wooden Boat Show,
Palm Beach Intl. Boat Show,
Savannah Boat Show,
Stuart Boat Show,
Wrightsville Beach Boat Show,
Daytona Beach Boat Show,
Vero Beach Boat Show,
Oriental In-Water Boat Show,
SOFLO Boat Show,
West Palm Beach Summer Show,
Newport Intl. Boat Show,
Wilmington Boat Show,
Fort Lauderdale Intl. Boat Show,
Miami Intl. Boat Show

GULF COAST

Charlotte County Boat Show,
St. Petersburg Show,
Naples Boat Show,
Marco Boat Show,
Bonita Springs Boat Show,
Tampa Bay Boat Show,
Fort Myers Boat Show,
Suncoast Boat Show

WE DISTRIBUTE AT



MARINAS & YACHT CLUBS

At the docks and in clubhouses across the region.



MARINE RETAILERS & CHANDLERIES

In-store and at customer service counters.



BOAT SHOWS & EVENTS

Distributed at major boat shows, festivals & regattas.



WATERFRONT DESTINATIONS

Resorts, restaurants, bait-shops, gas docks and more.

THERE ARE
OVER 7
MILLION
REGISTERED
BOATERS IN
OUR COVERAGE
AREA. THIS
ACCOUNTS FOR
OVER 43% OF
BOATERS IN
THE UNITED
STATES.

GREAT LAKES

From Minnesota to New York, we reach boaters across all five Great Lakes and beyond.

2800+ MARINE DISTRIBUTION LOCATIONS

GULF COAST

Covering the Gulf Coast of Florida, we place your message in front of active boaters year-round.

SOUTHEAST

From North Carolina down to Key West, we reach boaters where they live, dock, and explore.

SPECIAL EDITORIAL OPPORTUNITIES

First come, first served.



PREMIUM ARTICLE FOUR-PAGE FEATURE

Starting at **\$15,000**

MAXIMUM VISIBILITY



BRAND SPOTLIGHT TWO-PAGE SPREAD

Starting at **\$10,000**

HIGH-IMPACT BRAND STORY



ADVERTORIAL FULL PAGE EDITORIAL

Starting at **\$5,000**

BOATER PLANNING IMPACT



ASK THE EXPERT Q&A FEATURE

Starting at **\$5,000**

EXPERT POSITIONING



WHAT'S NEW PRODUCT SECTION

Starting at **\$1,200**

BUYER-INTENT REACH

PREMIUM ARTICLE FOUR-PAGE FEATURE

A professionally written and designed four-page feature that blends your brand message with valuable content. Perfect for deeper storytelling and premium placement.



WHAT'S NEW PRODUCT SECTION

A fast-moving editorial spotlight showcasing your latest products, innovations, and updates. Perfect for staying visible with active buyers and industry followers.



ADVERTORIAL FULL PAGE EDITORIAL

A professionally written and designed one-page editorial feature that blends your brand message with valuable content. Perfect for announcements and events.



ASK THE EXPERT Q&A FEATURE

A Q&A editorial feature where your company answers reader questions and shares expert insights. Perfect for positioning your brand as a trusted authority.



BRAND SPOTLIGHT TWO-PAGE SPREAD

A professionally written and designed two-page feature that blends your brand message with valuable content. Perfect for product storytelling and engagement.



POWERFUL CONTENT. PREMIUM PLACEMENT. PROVEN RESULTS.

Limited opportunities available each issue.
Reserve your spot early to maximize impact.



*THEMES, TOPICS AND ASK THE EXPERTS ARE SUBJECT TO CHANGE.

SPECIAL DIGITAL OPPORTUNITIES



MOST POPULAR

DEDICATED EMAIL BLAST

A standalone email sent to our engaged boating audience for direct response and visibility.

NEWSLETTER BANNER AD

A high-visibility banner placed in our weekly newsletter to reach active subscribers.

EXPANDED DIGITAL REACH

A targeted social campaign boosting reach across our boating audience on social platforms.

WEBSITE BANNER AD

A rotating banner on high-traffic pages for consistent digital exposure.

NEWSLETTER SECTION

A featured editorial-style placement inside our newsletter for added brand presence.

SPONSORED SOCIAL POST

A branded post across our social channels to drive awareness and engagement.



THE DIGITAL ADVANTAGE

- ✓ Extends your print campaign across digital
- ✓ Increases frequency of brand exposure
- ✓ Reaches active boating audiences online
- ✓ Drives ongoing engagement beyond the page

ALWAYS INCLUDED DIGITAL OPPORTUNITIES



ROTATING 468X60 BANNER ON WEBSITE

Seen across high-traffic pages on our website.



PLACEMENT IN DIGITAL MAGAZINE

Included in our digital edition for extended readership reach.



SOCIAL MEDIA EXPOSURE

Shared across our social channels for added audience reach.



GIVEAWAY CAMPAIGN SUPPORT

Included in promotional campaigns to drive engagement and leads.

DIGITAL REACH. MULTI-CHANNEL VISIBILITY. REAL ENGAGEMENT.

Ask about custom packages to amplify your campaign.

Contact your account representative today to learn more.

CONTACT US:
Scuttlebutt
MAGAZINES

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ADVERTISING

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DESIGN

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Scuttlebutt
MAGAZINES

Southeast **Scuttlebutt** Gulf Coast
Scuttlebutt

SISTER COMPANY
MARINE
MARKETING SOLUTIONS

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