

Gulf Coast
Scuttlebutt

2027 MEDIA KIT

THE GULF COAST BOATER'S MAGAZINE
FREE WHERE THEY TIE UP.

400+

DISTRIBUTION
LOCATIONS

1.2M+

REGISTERED BOATS
IN OUR MARKET

50K+

ENGAGED
BOATERS

10+

MAJOR BOAT
SHOWS

THE ULTIMATE GULF COAST BOATING RESOURCE

ABOUT THE MAGAZINE

**GULF COAST SCUTTLEBUTT CONNECTS BUSINESSES WITH
AN ENGAGED COMMUNITY OF GULF COAST BOATERS**

Published bi-monthly in both print and digital formats, Gulf Coast Scuttlebutt delivers compelling content on cruising destinations, boating lifestyle, marine products, fishing, events, and industry news. Our professionally designed, full-color magazine reaches thousands of passionate boaters throughout the Gulf Coast region and beyond.

Every issue is also available online indefinitely, giving advertisers extended visibility and lasting value long after the printed magazine is delivered.



YOUR PRINT AD UNLOCKS ADDITIONAL ADVERTISING BENEFITS FOR FREE:



Placement within
digital magazine



Rotating 468x60
banner on website



Advertising exposure
at 10+ boat shows



Editorial/press
release opportunities



Social media exposure
on our platforms



Brokerage listings
within the magazine



Giveaway campaigns
for additional exposure



Distributed at over 400+
marine locations



YOUR GULF COAST BOATING RESOURCE

2027 ISSUE CALENDAR

 WINTER JAN/FEB FEATURES New 2027 Boat Models Galley Gear Up Boat Shows DESTINATION Cabbage Key SPACE RESERVATION 11/30/26 AD MATERIALS DUE 12/07/26 ISSUE RELEASE 12/30/26	 SPRING MAR/APR FEATURES Diving In Sailboat Races Painting Tips DESTINATION Tarpon Springs SPACE RESERVATION 02/01/27 AD MATERIALS DUE 02/05/27 ISSUE RELEASE 2/26/27	 MID SUMMER MAY/JUN FEATURES Navigating the Shallows Corrosion Protection DESTINATION Crystal River SPACE RESERVATION 03/30/27 AD MATERIALS DUE 04/05/27 ISSUE RELEASE 4/29/27	 LATE SUMMER JUL/AUG FEATURES Communications Sustainable Boating DESTINATION Charlotte Harbor SPACE RESERVATION 06/04/27 AD MATERIALS DUE 06/09/27 ISSUE RELEASE 7/01/27	 FALL SEP/OCT FEATURES Sandbar Trips Capsizing Shipwrecks DESTINATION Cape Coral SPACE RESERVATION 07/30/27 AD MATERIALS DUE 08/05/27 ISSUE RELEASE 08/27/27	 YEAR END NOV/DEC FEATURES Water Toys Zero Visibility Boating Gives Back DESTINATION Everglades SPACE RESERVATION 09/29/27 AD MATERIALS DUE 10/06/27 ISSUE RELEASE 11/05/27
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PRINT RATES & SPECS

★	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	
Custom ad sizes available upon request		

DISPLAY RATES	(GUARANTEED FRONT HALF)		
	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

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
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1/2 PAGE HORIZONTAL (no bleed) 7.5" w x 5" h
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1/4 PAGE (no bleed) 3.75" w x 5" h
1/8 PAGE (no bleed) 3.75" w x 2.5" h

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

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 & FREE DISTRIBUTION



CRYSTAL RIVER

YANKEETOWN
CRYSTAL RIVER
HOMOSASSA

HERNANDO BEACH
HUDSON
NEW PORT RICHEY
TARPON SPRINGS
DUNEDIN

TAMPA
CLEARWATER
ST. PETERSBURG
ANNA MARIA ISLAND
LONGBOAT KEY

SARASOTA
OSPREY
CHARLOTTE HARBOR

NOKOMIS
VENICE
ENGLEWOOD
MANASOTA KEY
GASPARILLA ISLAND
FORT MYERS

CAPE HAZE
CAPTIVA
SANIBEL ISLAND
BONITA SPRINGS
NAPLES



TARPON SPRINGS



CHARLOTTE HARBOR



CABBAGE KEY



CAPE CORAL

★ BOAT SHOWS

★ DISTRIBUTION LOCATIONS

COVERAGE AREA & FREE DISTRIBUTION FROM TAMPA TO MARCO ISLAND

THE STATE OF FLORIDA HAS OVER 12,000 SQUARE MILES OF WATER.
PLUS, THE REGION HAS 5,000 SQ MI. OF INLAND WATER. IT IS 18.5% WATER.

FREE COPIES
ARE PROVIDED
AT OVER **400** MARINE
DISTRIBUTION
LOCATIONS

NMMA, USCG, US CENSUS BUREAU



SPECIAL EDITORIAL OPPORTUNITIES

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.

Starting at \$5,000

MAXIMUM VISIBILITY

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.

Starting at \$4,500

HIGH-IMPACT BRAND STORY

FEATURED DESTINATION TWO-PAGE SPREAD

A destination-focused editorial feature that places your brand within cruising routes, ports, and travel experiences. Perfect for reaching boaters actively planning where to go next.

Starting at \$2,500

BOATER PLANNING IMPACT

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.

Starting at \$2,000

EXPERT POSITIONING

ADVERTORIAL FULL PAGE EDITORIAL

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

Starting at \$1,000

ANNOUNCEMENTS

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.

Starting at \$500

BUYER-INTENT REACH

2027 SPECIAL EDITORIAL TOPICS CALENDAR

ISSUE	THEME	TOPIC 1	TOPIC 2	ASK THE EXPERT FOCUS
 WINTER JAN/FEB	READY, SET, GO	New Boat Models for 2027	Galley Gear & Recipes	Repowering Your Engines
 SPRING MAR/APR	SEIZE THE SPRAY	Boating & Diving	Sailboat Races	Paint Touchups & Tips
 MID SUMMER MAY/JUN	UNDER THE SURFACE	Navigating the Shallows	Shallow Boat Recommendations	Protecting Against Corrosion
 LATE SUMMER JUL/AUG	CLEAN & CLEAR	Communication Tech	Audio & Visual Signals	Sustainable Boating
 FALL SEP/OCT	LAND, HO!	Planning a Sandbar Adventure	Shipwrecks	Maritime Law
 YEAR END NOV/DEC	PRODUCT BUYING GUIDE	Water Toys	Special Section: Boating Gives Back	What to Do in Zero Visibility



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



FREE BANNER ADS WITH PURCHASE OF PRINT ADVERTISEMENTS

A client-supplied 468x60 banner, linked to a landing page of your choice, will rotate in a multitude of locations for the duration of your advertising schedule.



ONLINE DIGITAL VERSION GULF COAST SCUTTLEBUTT PRODUCES AN ONLINE REPLICA OF THE PRINT MAGAZINE

Our online magazines are always free, always available, and can be viewed on all devices. We have a variety of ways to add value to your content.



USE OF PLAY BUTTONS ON DIGITAL VERSIONS

Play buttons indicate a video has been added to your ad or article and the video plays once button is clicked. We allow all advertisers to send in a link or .MP4 file to be placed on their ad in the digital magazine.

Extend your reach. Add more value.
Connect with boaters where they are.



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 US:
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GULFCOASTSCUTTLEBUTT.COM

ADVERTISING

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Great Lakes *Latitudes & Attitudes*
Scuttlebutt

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

