



Southeast
Scuttlebutt

2027 MEDIA KIT

THE SOUTHEAST BOATER'S MAGAZINE
FREE WHERE THEY TIE UP.

600+

DISTRIBUTION
LOCATIONS

2M+

REGISTERED BOATS
IN OUR MARKET

50K+

ENGAGED
BOATERS

25+

MAJOR BOAT
SHOWS

THE ULTIMATE SOUTHEAST BOATING RESOURCE

ABOUT THE MAGAZINE

SOUTHEAST SCUTTLEBUTT CONNECTS BUSINESSES WITH AN ENGAGED COMMUNITY OF SOUTHEAST BOATERS.

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

Every issue is also available online indefinitely, giving advertisers extended visibility and lasting value beyond the printed page.



YOUR PRINT AD UNLOCKS ADDITIONAL ADVERTISING BENEFITS FOR FREE:



Placement within digital magazine



Rotating 468x60 banner on website



Advertising exposure at 25+ 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 600+ marine locations

YOUR SOUTHEAST BOATING RESOURCE

2027 ISSUE CALENDAR

 WINTER JAN/FEB FEATURES New 2027 Boat Models Boat Tech & New Gear Boat Financing DESTINATION Key West, FL SPACE RESERVATION 11/30/26 AD MATERIALS DUE 12/07/26 ISSUE RELEASE 12/30/26	 SPRING MAR/APR FEATURES Boat Clubs Wind & Waves The Great Loop DESTINATION Tybee Island, GA SPACE RESERVATION 02/01/27 AD MATERIALS DUE 02/05/27 ISSUE RELEASE 2/26/27	 MID SUMMER MAY/JUN FEATURES Corrosion Protection Trailer Wear Interior Storage & Organization DESTINATION Boca Raton, FL SPACE RESERVATION 03/30/27 AD MATERIALS DUE 04/05/27 ISSUE RELEASE 4/29/27	 LATE SUMMER JUL/AUG FEATURES Watersports Wake Zones Seasonal Fishing DESTINATION Beaufort, SC SPACE RESERVATION 06/04/27 AD MATERIALS DUE 06/09/27 ISSUE RELEASE 7/01/27	 FALL SEP/OCT FEATURES Captain's Courses Float Plans Boat Lighting DESTINATION Outer Banks, NC SPACE RESERVATION 07/30/27 AD MATERIALS DUE 08/05/27 ISSUE RELEASE 08/27/27	 YEAR END NOV/DEC FEATURES Boat Shows Insurance for Live Aboards Special: Boating Gives Back DESTINATION Pompano Beach, FL SPACE RESERVATION 9/29/27 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	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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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



OUTER BANKS, NC



BEAUFORT, SC



BOCA RATON, FL



TYBEE ISLAND, GA



KEY WEST, FL

★ BOAT SHOWS

★ DISTRIBUTION LOCATIONS

FLORIDA KEYS





DEMOGRAPHICS AND REGIONAL STATISTICS

FROM NORTH CAROLINA TO SOUTHEAST FLORIDA

THERE ARE OVER 2 MILLION REGISTERED RECREATIONAL BOATS.
THIS ACCOUNTS FOR OVER 13.8% OF THE ENTIRE UNITED STATES

FREE COPIES
ARE PROVIDED
AT OVER

600

MARINE
DISTRIBUTION
LOCATIONS

OUT OF THE 4 MILLION+ RESIDENTS, OVER 1 MILLION HAVE A HIGH INTEREST IN BOATING

OVER 800,000 RESIDENTS HAVE HAD A MEMBERSHIP IN A BOAT OR YACHT CLUB

THE SOUTHEAST REGION HAS ALMOST 12,000 MILES OF COASTLINE

THE AREA HAS OVER 10,000 SQUARE MILES OF WATER

SOUTHEAST SCUTTLEBUTT
IS AT 25+ BOAT SHOWS
EVERY. YEAR.

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	STAYING READY	New Boat Models for 2027	Boat Tech & New Gear	Boat Financing
 SPRING MAR/APR	AT HOME & BEYOND	Boat Clubs	Navigating Spring Weather	The Great Loop
 MID SUMMER MAY/JUN	A PERFECT FIT	Interior Storage & Organization	Trailer Wear	Protecting Against Corrosion
 LATE SUMMER JUL/AUG	SEASONAL SENSATIONS	Wake Zone Do's & Don'ts	Seasonal Fishing	Watersports
 FALL SEP/OCT	BUILT DIFFERENT	Creating a Float Plan	Lighting on Boats	Captain's Courses
 YEAR END NOV/DEC	GOOD & GATHERED	Boats Shows	Special Edition: Boating Gives Back	Insurance for Liveaboards



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.



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

SOUTHEAST 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

SPECIAL DIGITAL OPPORTUNITIES

**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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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