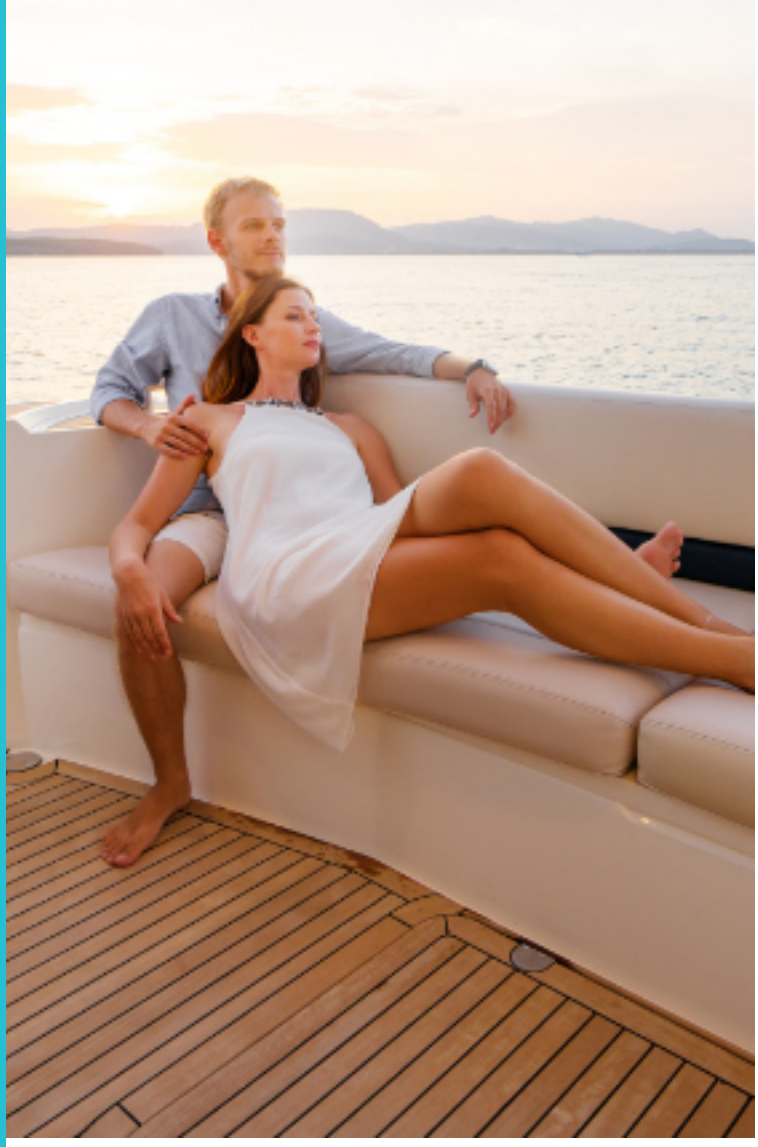
MARINA LIFE

We Inspire Travel

2022 MEDIA KIT



WHY CHOOSE MARINALIFE

Marinalife is the leading travel and lifestyle magazine for boaters. Each issue is focused on providing unique destinations, captivating editorial specific to boaters, marina spotlights, nautical gifts and treasured stories ranging from southern cocktails to Caribbean cuisine to the origination of maritime sayings and idioms.

Marinalife is distributed throughout the United States to our Cruising Club membership and marinas, making it one of the most targeted audiences for companies trying to reach affluent, active boaters. Marinalife members receive a quarterly subscription to Marinalife, discounts on dockage, fuel, and service, access to cruising itineraries and popular destination guides, boat show tickets, and more! We also provide members with exclusive discounts on hotels, flights, and car rentals through our Membership Travel Portal, powered by Priceline. Our goal is to provide boaters with the best experience on and off the water.

Marinalife provides multiple marketing platforms and levels for companies trying to reach this exclusive, targeted audience with one of the highest average household incomes in boating. Marinalife.com continues to grow as an important source of information illustrating stories from the magazine as well as marina profiles to help with choosing destinations. We bundle our campaigns and offer print, web, social media, editorial and featured listings. Since we are membership based, our audience is unique, affluent and owns at least one boat.

MULTIPLATFORM ENGAGEMENT

MARINALIFE MAGAZINE
75,000 Readers Reached Per Magazine Edition

MARINALIFE DIGITAL NEWSLETTER
30,000 Members Reached Monthly

MARINALIFE.COM
250,000+ Unique Visitors Per Year

MEMBERS
40,000 Active Members

EDITORIAL CALENDAR

WINTER

- **Special Section**: Caribbean Island Life
- Get your Ticket for Florida's High-Season Boating Events
- The Caribbean's Undiscovered Art & Music Scene
- Charter Boating: Care-Free Travel for Every Whim & Budget
- Nautical Haunts of the Rich & Famous

SPRING

- **Special Section**: Great Lake Adventures
- Explore New England's Windswept Coastline
- Must-See Destinations along the Great Loop
- Best West Coast Beaches for Weekend Getaways
- Cruise the Carolinas & Experience Southern Coastal Charm

SUMMER

- **Special Section**: Cruise the Chesapeake Bay Like a Local
- Our Favorite New England Islands
- Discover Hidden Gems on Long Island Sound
- Take a Seafood Sojourn along Virginia's Oyster Trail
- Fido-Friendly Beaches & Waterfront Destinations

FALL

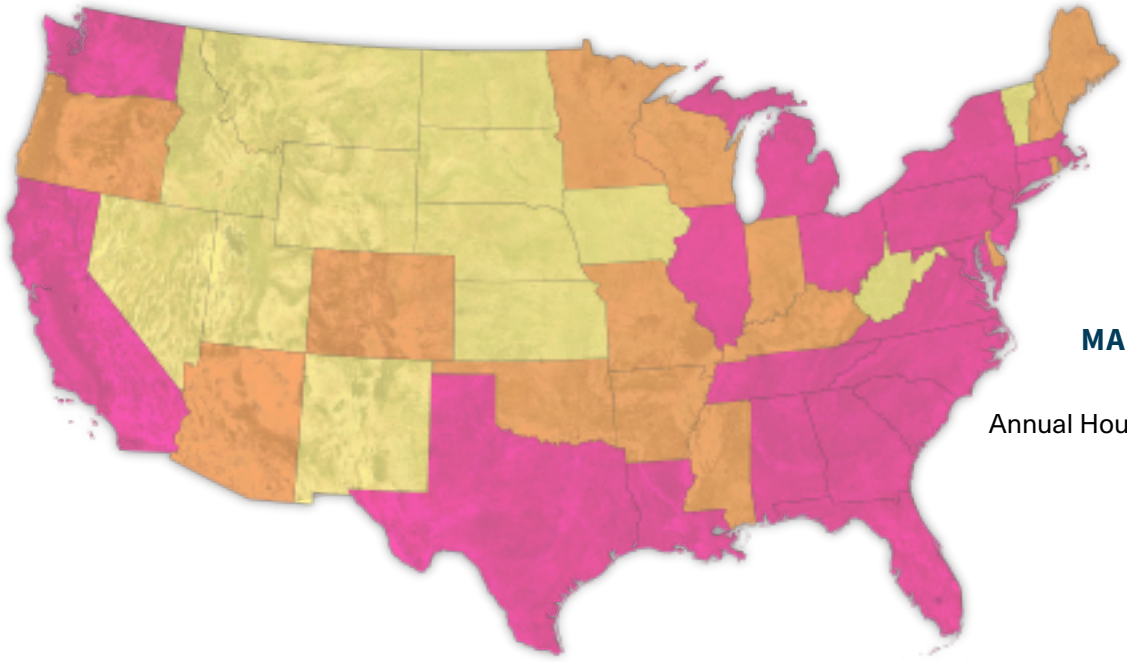
- **Special Section**: The South's Warm Welcoming Waters
- Coastal Florida East or West — Which Side Suits You Best?
- The Mid-Atlantic's Irresistible Harvest Festivals & Events
- Eco-Tourism Champions: Costa Rica and Belize
- On the Trail of Hemingway in Key West & the Bahamas

** Editorial calendar is subject to change.*

FOR MORE INFO

Call: 410-752-0505
Email: advertising@marinalife.com
Visit: marinalife.com/contact-us

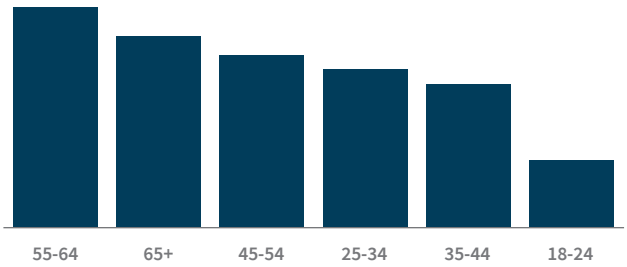
DEMOGRAPHICS



MARINALIFE MAGAZINE

Net Worth $3,450,000
Annual Household Income: $420,000
Average Age: 55-64
67% Male
33% Female

WEBSITE VISITOR AGE



TRENDING UPWARD

46%

AVG. YEAR OVER YEAR GROWTH

in website sessions and newsletter subscribers

CIRCULATION PER ISSUE

Distribution includes all 50 states, over 600 Marinalife Affinity Partners, as well as locations throughout the Bahamas, Caribbean, Central America, and Canada.

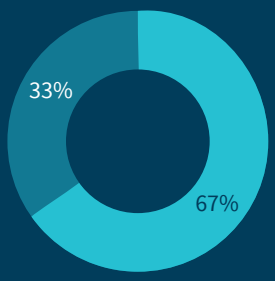
A CAPTIVE BOATING AUDIENCE MARINALIFE.COM

DEVICE BREAKDOWN

51% Desktop

44% Mobile

5% Tablet



Male Visitors
Female Visitors

65% Website Traffic Visiting Marina Profiles

96% Own at Least 1 Boat (32' - 120')

2:24 Average Time Spent on a Page

65.5 Average Days Per Year Spent Boating

ADVERTISING

Platinum

PRINT
- Full Page Ad (12 month bundle only)

EDITORIAL
- *Marina Spotlight* article or featured in *What's New*

WEB PROMOTION
- Premium listing in marina search results
- Large banner ad (300 X 250 pixels)or video
- Featured within a cruise itinerary
- Featured in the Popular Destination Guide for your area
- Promotion of special offers and deals on homepage (2 months)
- Featured listing on the fuel locator results (if applicable)

E-MAIL PROMOTION
- 3 e-newsletter promotions in the monthly boater newsletter
- Monthly e-mail promotion of specials and events

SOCIAL MEDIA PROMOTION
- Events, news, photos and more promoted through Marinalife and Snag-A-Slip's social networks

RESERVATIONS
- Direct reservation requests via our booking engine, Snag-A-Slip

Premium

PRINT
- 1/2 Page Ad (12 month bundle only)

EDITORIAL
- Feature in *What's New*

WEB PROMOTION
- Featured listing in marina search results
- Large banner ad (300 X 250 pixels) or video
- Featured within a cruise itinerary
- Featured in the Popular Destination Guide for your area
- Promotion of special offers and deals on homepage (1 month)
- Featured listing on the fuel locator results (if applicable)

E-MAIL PROMOTION
- 2 e-newsletter promotions in the monthly boater newsletter
- Monthly e-mail promotion of specials and events

SOCIAL MEDIA PROMOTION
- Events, news, photos and more promoted through Marinalife and Snag-A-Slip's social networks

RESERVATIONS
- Direct reservation requests via our booking engine, Snag-A-Slip

Essential

PRINT
- 1/4 Page Ad (12 month bundle only)

WEB PROMOTION
- Featured listing on site
- Banner ad (300 X 150 pixels)
- Featured within a cruise itinerary
- Featured in the Popular Destination Guide for your area
- Featured listing on the fuel locator results (if applicable)

E-MAIL PROMOTION
- 2 e-newsletter promotions in the monthly boater newsletter

SOCIAL MEDIA PROMOTION
- Events, news, photos and more promoted through Marinalife and Snag-A-Slip's social networks

RESERVATIONS
- Direct reservation requests via our booking engine, Snag-A-Slip

Digital Only

WEB PROMOTION
- Featured listing on site
- Banner ad (300 X 150 pixels)
- Featured within a cruise itinerary
- Featured in the Popular Destination Guide for your area
- Featured listing on the fuel locator results (if applicable)

E-MAIL PROMOTION
- 2 e-newsletter promotions in the monthly boater newsletter

SOCIAL MEDIA PROMOTION
- Events, news, photos and more promoted through Marinalife and Snag-A-Slip's social networks

FOR MORE INFO

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AD SPECS

MARINALIFE MAGAZINE AD SCHEDULE

Edition	Winter	Spring	Summer	Fall
Contract Deadline:	**11/15**	**02/15**	**05/15**	**08/15**
Materials Deadline:	**12/01**	**03/01**	**06/01**	**09/01**
Issue Date:	**01/03**	**04/03**	**07/03**	**10/04**

PRINT SPECS & REMINDERS

- Accepted Print Formats: EPS, TIF, PDF. Minimum of 300 DPI. Vector format: Please outline fonts
- Please do NOT deliver your files in layered format. Be sure to embed all images.
- When naming the file, please include your company name and file extension. (i.e. boating_magazine.eps)
- For print, include crop marks where there is a bleed. Convert spot colors to process.
- For color accuracy SWOP proofs are highly recommended
  Marinalife cannot guarantee color accuracy without proofs
- There will be additional charges $75 per hour for any ad preparation including, but not limited to image scanning, color correction, and design.

DIGITAL SPECS & REMINDERS

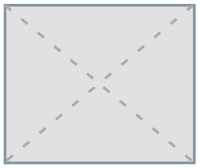
Size: Refer to the below size that was included in your advertising contract. (file must be under 100kb)

Accepted Formats: GIF, JPG, PNG, SWF (Flash). 72 DPI. RGB Color format.

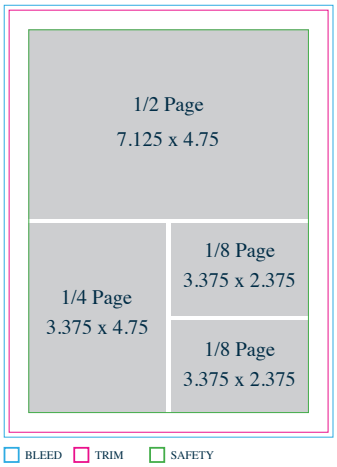
***All Banner advertisements are rotating. Banners within the site and the "Featured Marina" banner are targeted on pages dependent upon the search area of the visitor. This is the most effective and reliable way of producing the highest return.*

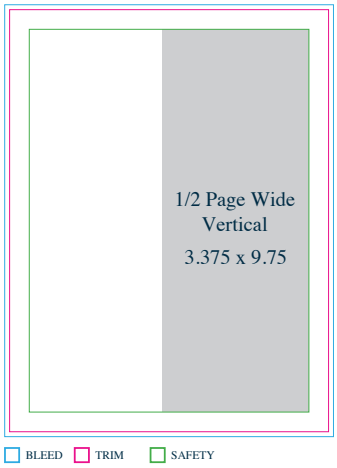
If you are interested in having Marinalife create your advertisement, please contact us for a quote.

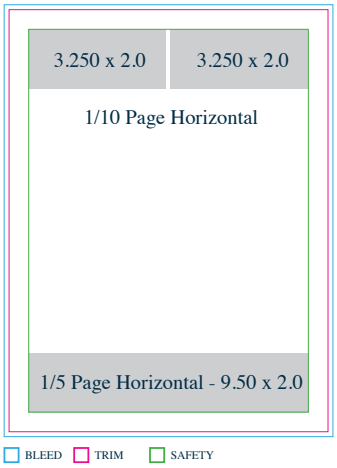
Large Banner
W:300px H:250px

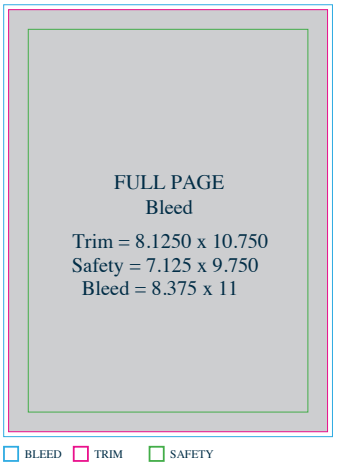


Small Banner
W:300px H:150px









SEND ARTWORK TO:

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submissions@marinalife.com