# MARINA LIFE

CONNECTING BOATERS • EMPOWERING MARINAS

## 2023 MEDIA KIT






## ABOUT 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 boaters in the maritime world.
- Our goal is to provide boaters with the best experience on the water.
- We provide multiple marketing 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.
- Are membership based, our audience is unique, affluent and owns a boat.

## MARINALIFE BY THE NUMBERS

### Marinalife Magazine

**75,000**

Readers reached per edition

### Marinalife Digital Newsletter

**30,000**

members reached each month

### Marinalife.com

**250,000+**

unique visitors per year

# FOUR WAYS TO REACH THE MARINALIFE AUDIENCE




## Marinalife Magazine

Marinalife Magazine is the leading travel and lifestyle magazine for boaters. The quarterly publication features cruising destinations, captivating editorial pieces, marina spotlights, the latest industry tools and resources, and more.



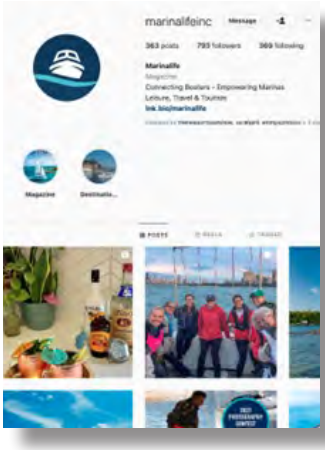

## Marinalife.com

Marinalife.com builds upon Marinalife's printed pages to give the boating community a unique experience unlike any other resource within the industry.




## Marinalife Enewsletter

Reaching 30,000 members, Marinalife's newsletter delivers a combination of editorial and digital exclusive content.

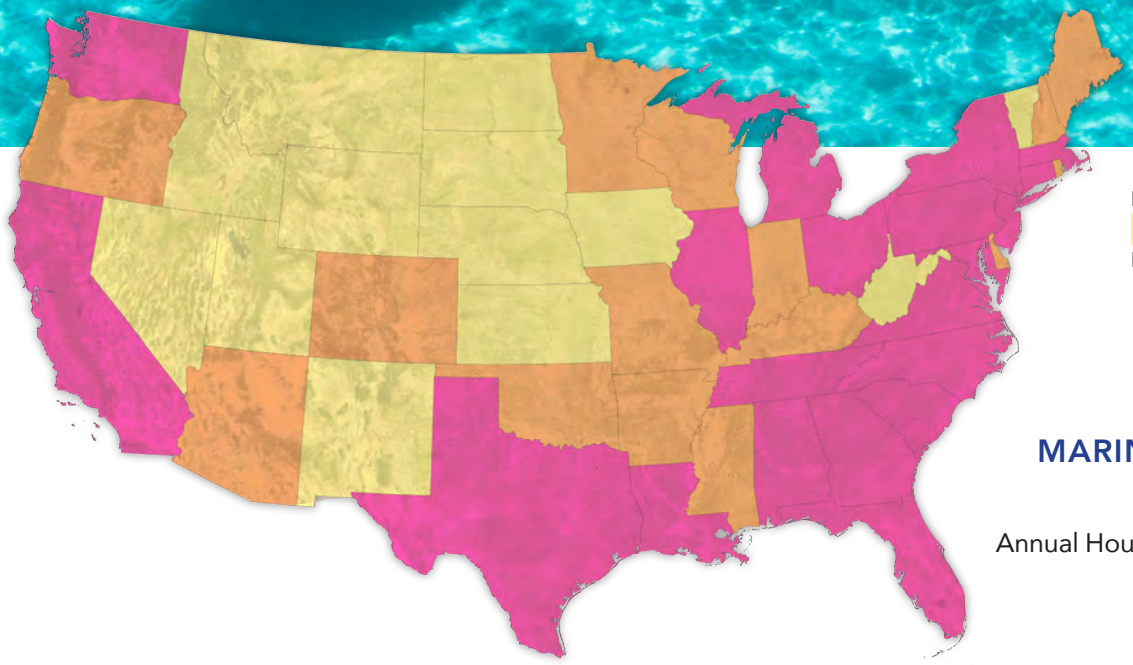



## Marinalife Social Channels

Social media advertisements are published on Marinalife's Facebook, LinkedIn and Twitter social handles. The sponsored social media posts will be showcased to Marinalife's social media followers amongst said channels, promoting a product or services of the advertisers choice.

# DEMOGRAPHICS

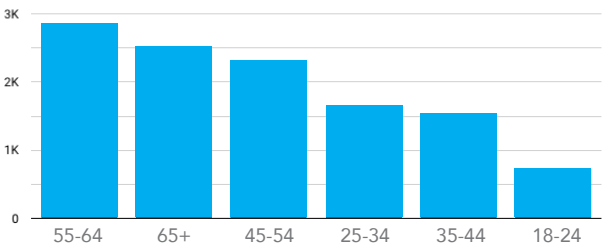





## MARINALIFE MAGAZINE

Net Worth $3,451,000
Annual Household Income: $420,000
Average Age: 55-64
64% Male
36% Female

WEBSITE VISITOR AGE




## Circulation per Issue

Distribution includes all 50 states plus 8 countries, and to over 800 Marinalife discount partners.

8 Countries Including: United States, Dominican Republic, Bahamas, Antigua, BVI, Mexico, Barbuda, US Virgin Islands




# Marinalife 2023 Editorial Calendar

| Issue | Special Section | Ad Close | Ad Materials | Issue Date |
|---|---|---|---|---|
| **Winter** | **Special Section: The Caribbean**<br>• The Bahamas: 10 Islands You Can Only Visit by Boat<br>• Western Caribbean Must-Stop Places from San Pedro and Ambergris Caye in Belize to Bocas del Toro in Panama<br>• Our Favorite Caribbean Island Charter Destinations<br>• Cruise Canal du Midi, France's Gateway between the Atlantic & Mediterranean | 11/15/22 | 12/1/22 | 1/3/23 |
| **Spring** | **Special Section: New England Adventures**<br>• Explore Maine's Quaint Seaside Towns<br>• Destination: Long Island Sound<br>• Cruise the Carolinas for Authentic Coastal Charm<br>• Must-See Locations along the Great Loop | 2/15/23 | 3/1/23 | 4/3/23 |
| **Summer** | **Special Section: The Chesapeake Bay & Mid-Atlantic**<br>• Join the Top Fishing Tournaments along the Atlantic Seaboard<br>• Best Dock & Dines of the Chesapeake (Sidebar: History of Old Bay Seasoning)<br>• Island Hopping in the Great Lakes<br>• Destination: Virginia's Eastern Shore<br>• Escape to Cape Cod Bay | 5/15/23 | 6/1/23 | 7/3/23 |
| **Fall** | **Special Section: Florida & the South**<br>• Coastal Florida East or West — Which Side Suits You Best?<br>• Eco-Tourism Champions: Costa Rica, Belize, Dominica, U.S.V.I. & Bonaire<br>• Top Waterfront Hotel Resorts in the South<br>• Destination: The Florida Keys | 8/15/23 | 9/1/23 | 10/4/23 |

** Editorial calendar is subject to change.*

## RATES

| | 1x | 4x |
|---|---|---|
| **Full Page** | $2,495ea | $2,125ea |
| **Half Page (H)** | $1,995ea | $1,795ea |
| **Half-Page (V)** | $1,995ea | $1,795ea |
| **Third Page** | $1,695ea | $1,450ea |
| **Quarter Page** | $1,295ea | $1,095ea |
| **Spotlight Article** | $4,500ea | |
| **Feature in What's New** | $2,500ea | |

## PRINT SPECIFICATIONS

Full Page
Trim = 8.1250 x 10.750
Safety = 7.125 x 9.750
Bleed = 8.375 x 11

1/2 Page Horizontal
7.125 x 4.75

1/2 Page Wide Vertical
3.375 x 9.75

1/4 Page
3.375 x 4.75

1/8 Page
3.375 x 2.375

- 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.
- For print, include crop marks where there is a bleed.
- Convert spot colors to process.
- For color accuracy SWOP proofs are highly recommended

# Marinalife.com

builds upon Marinalife's printed pages to give the boating community a unique experience unlike any other resource within the industry. Designed with the idea to make cruising easier, boaters and marinas will find a greater scope of nautical resources, data, and services, to inspire boating and enhance life on the water.

**42,000** Average Monthly Users
**77,000** Average Monthly Page Views
*January 1, 2022 - August 23, 2022*



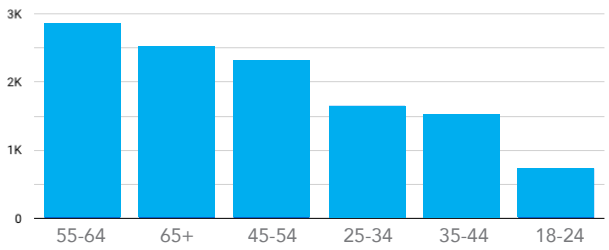

## RATES

| Size | Per Month |
|---|---|
| **960x90** | $750 |
| **300x250** | $650 |

## SPECIFICATIONS

- Accepted Formats: GIF, JPG, PNG, SWF (Flash). 72 DPI. RGB Color format.
- File Size – under 100 KB
- Include linking URL

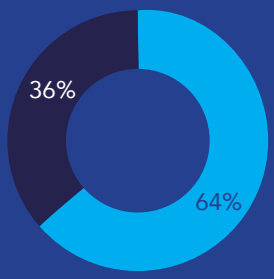
WEBSITE VISITOR AGE




## A CAPTIVE BOATING AUDIENCE MARINALIFE.COM

### DEVICE BREAKDOWN

**51%** Desktop
**43%** Mobile
**5%** Tablet




Male Visitors
Female Visitors

**65%** Website Traffic Visiting Marina Profiles

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

**2:00** Average Time Spent on a Page

**65.5** Average Days Per Year Spent Boating

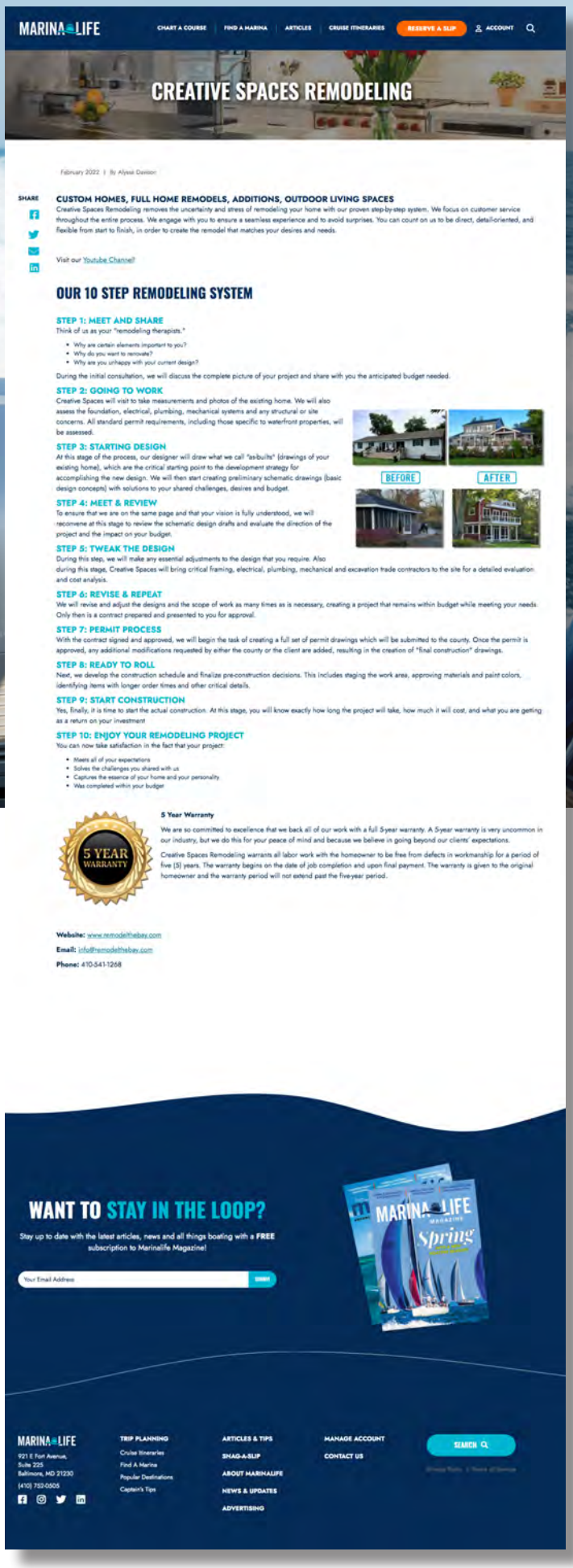
# Sponsored Content

pieces are advertisements that are hosted on the Marinalife website promoting the advertisers product or service. Advertisers are expected to provide the content including:  written copy, images, and/or videos, hyperlinks, and the call to action.

*Link to example article:*

*https://www.marinalife.com/articles/creative-spaces-remodeling*






## RATES

| Per Month |
|---|
| $2,500 |

## SPECIFICATIONS

- Content can include images, hyperlinks and embedded videos (png, jpg, gif, mp4).
- Collateral due 2 weeks before contract start date

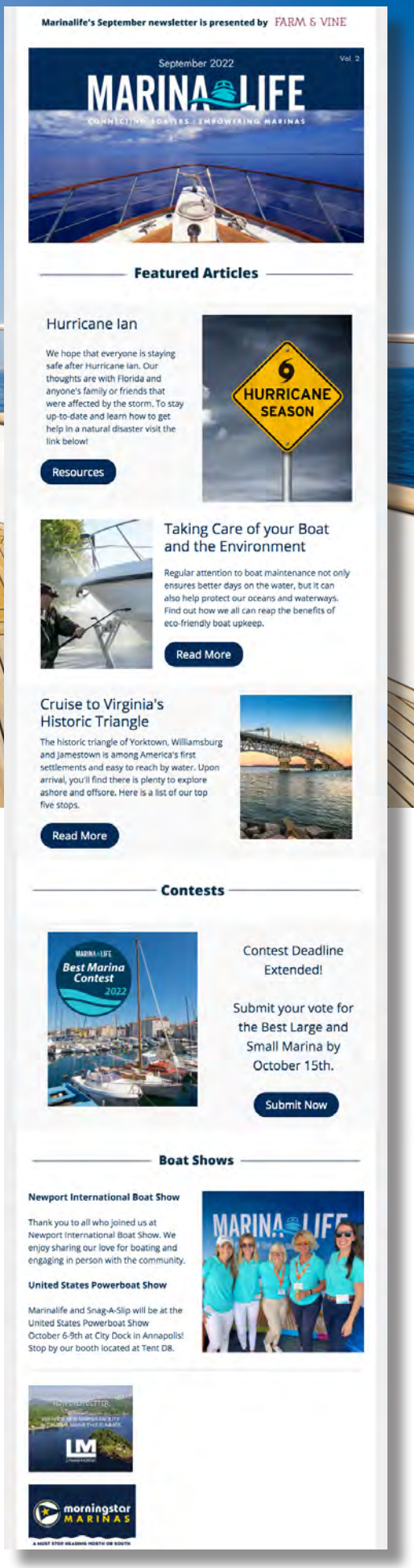
*All written copy, imagery and video must be provided by the advertiser.

# Marinalife Enewsletter

Reaching 30,000 members, Marinalife's newsletter delivers a combination of editorial and digital exclusive content. Readers can find the latest news in the boating industry, explore new destinations through marina spotlights and detailed itineraries, and more.
Limited space available. Only 6 advertisers per issue.
Don't miss it!

**30,000** Distribution
**26%** Average Open Rate
**1.54%** Average CTR






## RATES

| Size | Per Month |
|---|---|
| **300x250** | $1,500 |

## SPECIFICATIONS

- Accepted Formats: GIF, JPG, PNG, SWF (Flash). 72 DPI. RGB Color format.
- File Size – under 100 KB
- Include linking URL

# Marinalife Social Media Advertising

Social media advertisements are published on Marinalife's Facebook, LinkedIn and Twitter social handles. The sponsored social media posts will be showcased to Marinalife's social media followers amongst said channels, promoting a product or services of the advertisers choice. Copy and content will be provided by the advertiser, adhering to Marinalife's social media guidelines.

Advertisers will be expected to provide the content for the social media advertisement including: written copy, images (at least 300 DPI) and/or videos, hyperlinks, and the call to action (CTA). Criteria for each social media channel is as follows:

## Facebook

**11,000** Plus Followers and Growing







### RATES

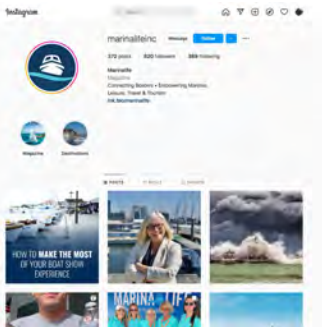
| Size | Per Post |
|---|---|
| **1,200x630** | $1,200 |

### SPECIFICATIONS

- 100 words or less (400 characters max)

## Instagram

**800** Followers




### RATES

| Size | Per Post |
|---|---|
| **1,200x630** | $250 |

### SPECIFICATIONS

- 100 words or less (400 characters max)

## Twitter

**659** Followers




### RATES

| Size | Per Post |
|---|---|
| **800x418** | $250 |

### SPECIFICATIONS

- 280 characters. (Note: each link used reduces character count by 23 characters, electing 257 characters for Twitter copy.

## LinkedIn

**478** Followers




### RATES

| Size | Per Post |
|---|---|
| **1,200x1,200 Square** | $250 |
| **1,080x1,350 Portrait** | $250 |

### SPECIFICATIONS

- 100 words or less (400 characters max)



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## Contact Us


### Jennifer Leroux

jen@marinalife.com
410-215-5973