



# East Coast **Scuttlebutt**

**2024**  
**MEDIA KIT**



# 2024 PRINT RATES & SPECIFICATIONS

Color included in all prices

## 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

## DISPLAY RATES (GUARANTEED front half of magazine)

	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

## ABOUT THE MAGAZINE

**EAST COAST SCUTTLEBUTT DELIVERS A DESIRABLE, VALUABLE MAGAZINE WITH A LONG SHELF LIFE**

Our free bi-monthly magazine is full gloss and expertly designed. Within every issue, readers find content related to boating products, services, events, destinations, and more, all tailored to favor the largest boating audience in the U.S. Reaching over 50,000 boaters across the Carolinas and beyond, ECS is the ideal environment for your marketing message.

All issues are reproduced in a digital format with additional features and are available for free indefinitely.

## The purchase of a print ad in East Coast Scuttlebutt UNLOCKS ACCESS TO ADDITIONAL ADVERTISING BENEFITS FOR FREE:

- Placement within digital magazine
- Advertising exposure at 30+ boat shows
- Editorial/press release opportunities
- Inclusion within 'Scuttlebits' — weekly newsletter
- Social media exposure on our platforms
- Brokerage listings within the magazine
- Giveaway campaigns for additional exposure

For questions about pricing, reserving space, and more, call **260-602-7291**



## 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

## MECHANICAL REQUIREMENTS

**Full Page - Bleed Size** (Trim + 0.25" bleed)...8.75" w x 11.125" h  
**Full Page - Size/Trim**.....8.5" w x 10.875" h  
**Full Page - Safety Area**.....7.5" w x 10" h

\*\* Keep all important ad copy & info within the "Safety Area", only images & background colors should extend beyond the trim & bleed.

## AD SUBMISSION GUIDELINES:

**Print Ready Ads:** Ads must be in PDF, TIF, or JPEG format, sized correctly and 300 dpi at 100% size. Submit full page with bleed (*without cropmarks*) to [design@scuttlebutt.com](mailto:design@scuttlebutt.com).

## 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](mailto:info@scuttlebutt.com).



**ADVERTISING@SCUTTLEBUTT.COM**

# OUR COVERAGE AREA: TH

## REGIONAL BOAT REGISTRATIONS

The Carolinas and Georgia region had over 1 million registered recreational boats in 2022. This accounts for over 9% of the entire United States.

SOURCE: STATISTA and USGS.GOV

THE EAST COAST REGION OF NC, SC, AND GA HAS OVER 6,000 MILES OF SHORELINE. PLUS, THE REGION HAS 9,000 SQ MI. OF INLAND WATER



LAKE LANIER, GA



ATLANTA, GA

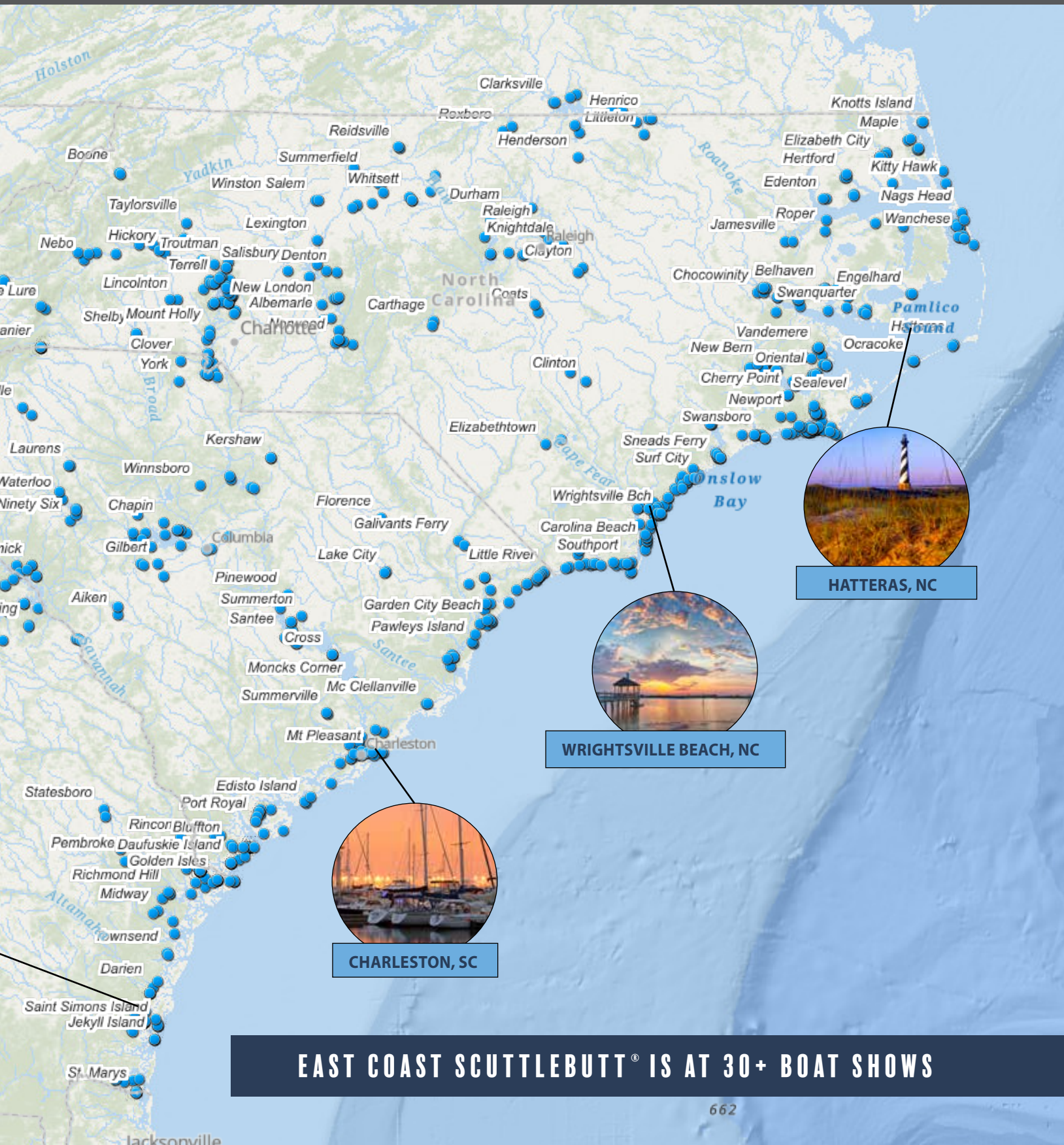


SAINT SIMONS ISLAND, GA

**FREE COPIES**  
ARE PROVIDED AT  
**OVER 500**  
MARINE DISTRIBUTION  
LOCATIONS

MARINAS • YACHT CLUBS  
MARINE STORES • MARINE BUSINESSES

# THE CAROLINAS & GEORGIA



HATTERAS, NC

WRIGHTSVILLE BEACH, NC

CHARLESTON, SC

**EAST COAST SCUTTLEBUTT® IS AT 30+ BOAT SHOWS**



## WINTER

JANUARY/FEBRUARY

Issue is available: 01/05/2024 – 03/06/2024

- EDITORIAL FEATURES •
  - \* 2024 New Boat Models
  - \* Comms
  - \* Coatings
- EAST COAST DESTINATION •  
(Subject to Change)
  - \* Lake Lanier, GA



- BOAT SHOWS •  
(Subject to Change)

Lansing Boat Show, Chicago Boat & RV Sail Show, Minneapolis Boat Show, Toronto International Boat Show, Cleveland Boat Show, Milwaukee Boat Show, Grand Rapids Boat Show, Fort Wayne Boat Show, Miami International Boat Show, Gaylord Boat Show, Port Huron Boat Show, Green Bay Boat Show & Michiana Boat Show

SPACE RESERVATION: 11/30/2023  
MATERIALS DUE: 12/7/2023

## SPRING

MARCH/APRIL

Issue is available: 03/07/2024 – 05/02/2024

- EDITORIAL FEATURES •
  - \* Brokers/ Dealers
  - \* Trailer Boating
  - \* Boat Maintenance
- EAST COAST DESTINATION •  
(Subject to Change)
  - \* Hilton Head Island, SC



- BOAT SHOWS •  
(Subject to Change)

Columbia Boat Show, Savannah Boat Show, Mid Atlantic Boat Show, Speed Boat Adventure Charleston, Central Carolina Boat & Fishing Expo, Raleigh Convention Center Boat Show, Palm Beach Boat Show, 1000 Islands Spring Boat Show (Clayton, NY)

SPACE RESERVATION: 2/8/2024  
MATERIALS DUE: 2/15/2024

## LAUNCH

MAY/JUNE

Issue is available: 05/03/2024 – 06/27/2024

- EDITORIAL FEATURES •
  - \* Boating Toys
  - \* Apparel
  - \* Boating Clubs
- EAST COAST DESTINATION •  
(Subject to Change)
  - \* Wrightsville Beach, NC



- BOAT SHOWS •  
(Subject to Change)

Annual Wooden Boat Show (Beaufort, NC), Dragon Boat Charleston Water Festival, Cape Fear Blue Marlin Tournament, Bay Harbor In-Water Boat Show, HarborFest Boat Show & Music Festival (Chicago)

SPACE RESERVATION: 4/4/2024  
MATERIALS DUE: 4/11/2024

# EDITORIAL

# 2024

# CALENDAR

## SUMMER

JULY/AUGUST

Issue is available: 06/28/2024 – 08/29/2024

- EDITORIAL FEATURES •
  - \* Outboards
  - \* Lighting
  - \* Pontoon Boats
- EAST COAST DESTINATION •  
(Subject to Change)
  - \* Hatteras, NC



- BOAT SHOWS •  
(Subject to Change)

Carolina Fall Boat Show & Sale, Carolina Billfish Classic, HarborFest Boat Show and Music Festival (Chicago), Clayton Antique Boat Show, Port Sanilac Antique Boat & Vintage Show, Port Credit In-Water Boat Show, Toledo Antique & Classic Boat Show

SPACE RESERVATION: 5/30/2024  
MATERIALS DUE: 6/6/2024

## FALL

SEPTEMBER/OCTOBER

Issue is available: 08/30/2024 – 11/07/2024

- EDITORIAL FEATURES •
  - \* Apps
  - \* Insurance
  - \* Charters
- EAST COAST DESTINATION •  
(Subject to Change)
  - \* St. Simons Island, GA



- BOAT SHOWS •  
(Subject to Change)

Lake Lanier Boat Show, Metro Boat Show, Newport International Boat Show, Cleveland North Coast Harbor Boat Show, International Boatbuilders Exhibition & Conference (IBEX), US Sailboat Show (Annapolis, MD), Fort Lauderdale International Boat Show

SPACE RESERVATION: 8/1/2024  
MATERIALS DUE: 8/8/2024

## BUYER'S GUIDE

NOVEMBER/DECEMBER

Issue is available: 11/08/2024 – All of 2025

- ANNUAL BUYER'S GUIDE •
  - \* New Products for 2025



Our GIFT IDEAS Special Section is also part of this issue!

Available at all 2025 Boat Shows

SPACE RESERVATION: 10/10/2024  
MATERIALS DUE: 10/17/2024



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CONTACT US:

# East Coast Scuttlebutt

[eastcoast.scuttlebutt.com](http://eastcoast.scuttlebutt.com)

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#### ADVERTISING

Jim Hall • M: 260-602-7291  
[advertising@scuttlebutt.com](mailto:advertising@scuttlebutt.com)

#### INFORMATION

267-663-1539  
[info@scuttlebutt.com](mailto:info@scuttlebutt.com)

#### EDITORIAL

[editorial@scuttlebutt.com](mailto:editorial@scuttlebutt.com)

#### DESIGN

[design@scuttlebutt.com](mailto:design@scuttlebutt.com)



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

