



SCUTTLEBUTT SOUTHEAST 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, Scuttlebutt Southeast 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 Scuttlebutt Southeast

UNLOCKS ACCESS TO ADDITIONAL ADVERTISING **BENEFITS FOR FREE:**

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

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 avai	lable in displa	y section	

MARKETPLACE RATES				
	1x	3x	бх	
Full page	\$1925	\$1650	\$1475	
1/2 page	\$1100	\$950	\$800	
1/4 page	\$575	\$500	\$425	
1/8 page	\$295	\$245	\$195	

For questions about pricing, reserving space, and more, call 260-602-7291 or email jim@scuttlebutt.com

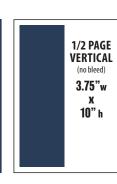


PAGE SPECIFICATIONS

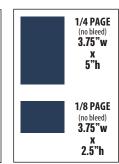


(with bleed) 8.5"w x 10.875"h Add .25" bleed around 7.5"w x 10" h Safety Area - Keep important information within this space

FULL PAGE







MECHANICAL REQUIREMENTS

Full Page - Bleed Size (Trim + 0.25" bleed)8.75	"w x 11.125"h
Full Page - Size/Trim8.5	"w x 10.875"h
Full Dage - Cafety Area	7 5" w v 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.

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.



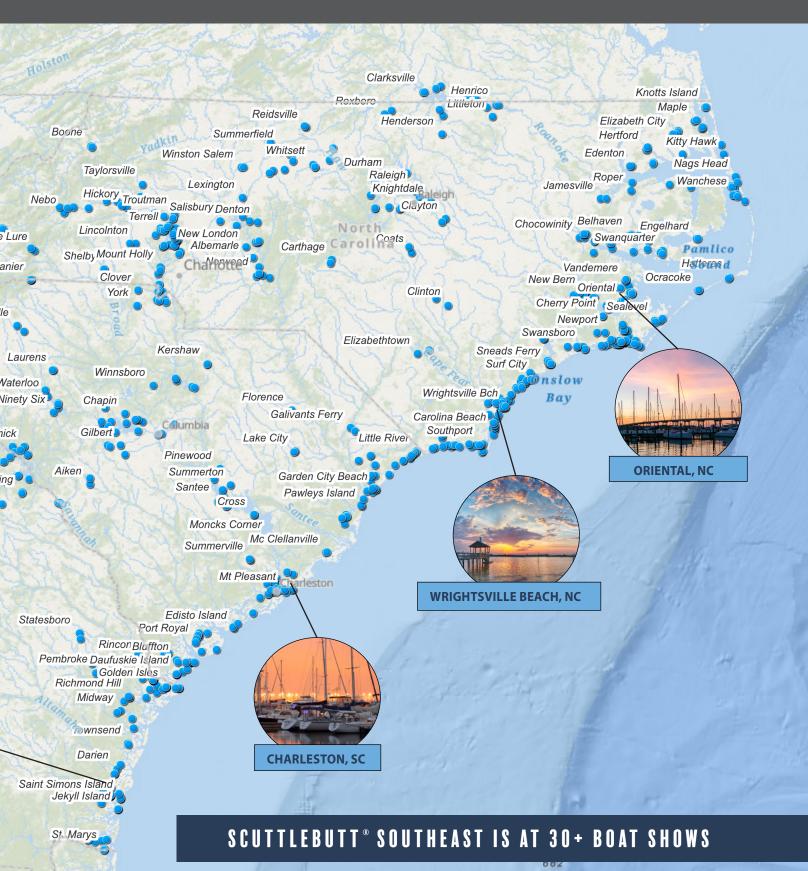
ADVERTISING @ SCUTTLEBUTT. COM

OUR COVERAGE AREA: TH



E CAROLINAS & GEORGIA

lacksonville





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, Milwaukee Boat Show, Grand Rapids Boat Show, Fort Wayne Boat Show, Miami International Boat Show, **Gaylord 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

I AUNCH

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
 - * Safety
 - * Navigation
 - * Accessories

EAST COAST DESTINATION •

(Subject to Change)

* Oriental, NC



BOAT SHOWS •

(Subject to Change)

Carolina Fall Boat Show & Sale, Carolina Billfish Classic, Clayton Antique Boat Show, Port Sanilac Antique Boat & Vintage Show, Port Credit In-WaterBoat Show

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

SEPTEMBER/OCTOBER

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

• EDITORIAL FEATURES •

- * Travel
- * Insurance
- * Charters

EAST COAST DESTINATION •

(Subject to Change)

* Savannah, GA



BOAT SHOWS •

(Subject to Change)

Lake Lanier Boat Show, Metro Boat Show, Newport International 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 •



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



CONTACT US:

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