

MARINA LIFE

CONNECTING BOATERS • EMPOWERING MARINAS

2024
MEDIA KIT





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CONNECTING BOATERS • EMPOWERING MARINAS

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 safety tips by industry experts and cruising experiences by members to great dock-and-dine destinations.
- Marinalife is distributed throughout the United States, the Caribbean and North America 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.
- Membership based, our audience is unique, affluent and owns at least one boat.

MARINALIFE BY THE NUMBERS

Marinalife Magazine

75,000

Readers reached per edition

Marinalife Digital
Newsletter

33,000

members reached each month

Marinalife.com

400,000+

unique visitors per year

ABOUT MARINALIFE

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

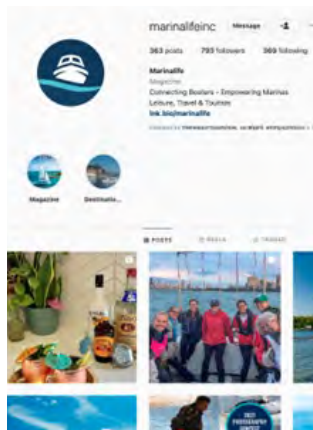
Marinalife.com builds upon Marinalife's printed pages to give the boating community a unique experience unlike any other resource within the industry.



Marinalife E-Newsletter

Reaching 33,000 members, Marinalife's newsletter delivers a combination of editorial and digital exclusive content.

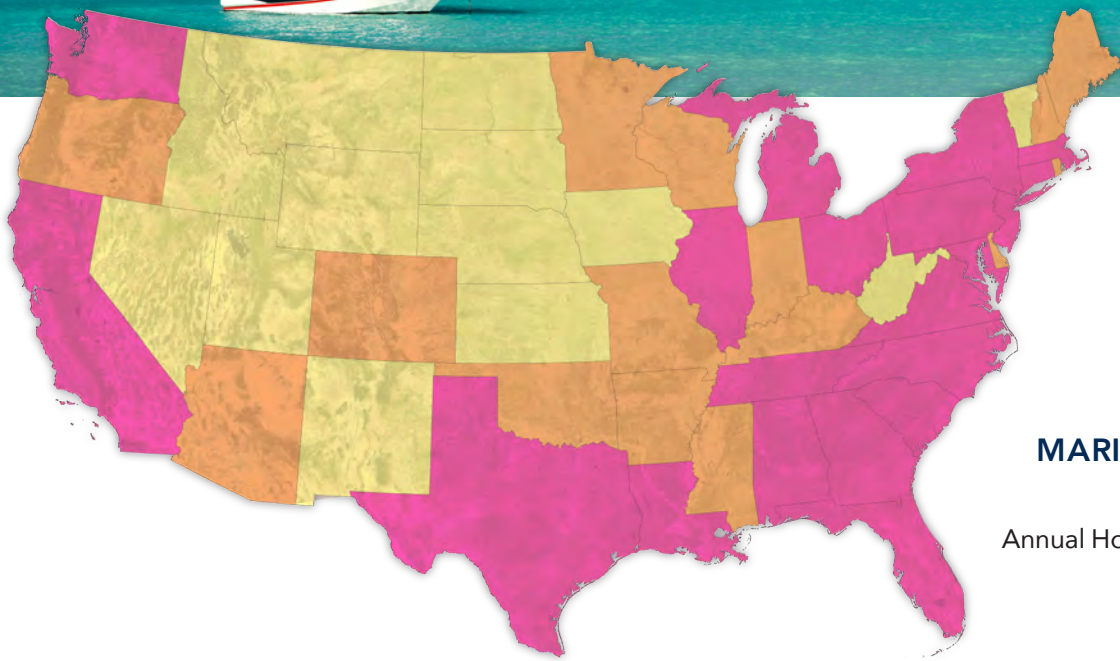
Published every two weeks, the e-newsletter features the latest news and trends as soon as a story breaks.



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

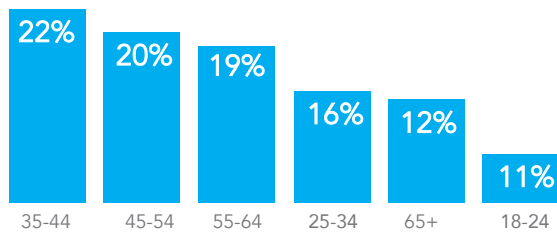


Marinalife Subscriber Location
Less —————> More

MARINALIFE MAGAZINE

Net Worth \$3,451,000
Annual Household Income: \$420,000
Average Age: 35-54
63% Male
37% Female

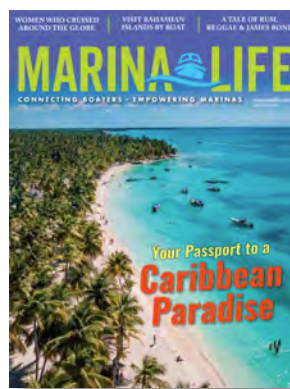
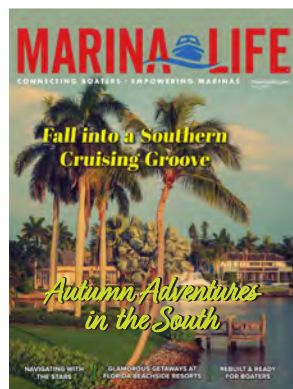
WEBSITE VISITOR AGE



Circulation per Issue

Distributed to members, subscribers, and industry partners across all 50 states including marinas, hotels, resorts, dealerships, as well as international boat shows, rendezvous and events.

Reaches all 50 states plus 8 countries including: Puerto Rico, Dominican Republic, Bahamas, Antigua and Barbuda, Mexico, Grenada, British Virgin Islands, US Virgin Islands



Marinalife 2024 Editorial Calendar

Issue	Special Section	Ad Close	Ad Materials	Issue Date
Winter	Special Section: The Caribbean <ul style="list-style-type: none"> The Best Charter Companies in the Bahamas You Gotta Regatta: Must-See Races in the Caribbean Take an Easy Day Trip to Exumas Nauti Shopper: Items that Float or Are Waterproof 	12/15/23	12/1/23	1/4/24
Spring	Special Section: The Great Lakes <ul style="list-style-type: none"> Discover Long Island Sound's Charming Beach Towns How to Gear Up for a Great Loop Adventure Top 10 Dock & Dines along Lake Michigan New Solar Accessories for your Boat 	3/15/24	3/1/24	4/1/24
Summer	Special Section: The Chesapeake Bay & Mid-Atlantic <ul style="list-style-type: none"> Explore our Favorite Fishing Spots in New England Cruising the Lower Chesapeake for Hot Crabs & Cold Brews Destination: Delaware's Sunny Shoreline Experience the Best Boating in the Pacific Northwest 	6/14/24	6/3/24	7/1/24
Fall	Special Section: Florida & the South <ul style="list-style-type: none"> Explore Florida's Beachside Getaway Towns A Sampler of Seafood & Wine Festivals in the South Destination: Cruising the Florida Keys by Boat From Pirates to Prohibition: The History of Rum in the Bahamas 	9/13/24	9/2/24	10/1/24

* Editorial calendar is subject to change.

RATES

	1x	4x
Two-page Spread	\$4,500ea	\$4,000ea
Full Page	\$2,495ea	\$2,125ea
Half Page (H)	\$1,995ea	\$1,795ea
Half-Page (V)	\$1,995ea	\$1,795ea
Quarter Page	\$1,295ea	\$1,095ea
Eighth Page	\$1,000ea	\$750ea
Spotlight Article	\$3,500ea	
Feature in What's New	\$2,000ea	

PRINT SPECIFICATIONS

Full Page	1/2 Page Wide Vertical
Trim = 8.1250 x 10.750	3.375 x 9.75
Safety = 7.125 x 9.750	
Bleed = 8.375 x 11	1/4 Page
	3.375 x 4.75
1/2 Page Horizontal	
7.125 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, 2023 - October 12, 2023

RATES

Name	Size	Per Month
Leaderboard	960x90	\$750
Mobile Leaderboard	300x50	\$750
Skyscraper	120x600	\$650
Medium Banner	300x250	\$650

SPECIFICATIONS

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



A CAPTIVE BOATING AUDIENCE MARINALIFE.COM

DEVICE BREAKDOWN



38%

Desktop



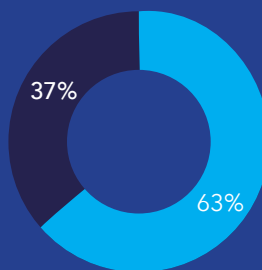
59%

Mobile



3%

Tablet



■ Female Visitors
■ Male 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 and in the magazine 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/lyman-morse-breathes-new-energy-into-a-coastal-new-england-town>



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.

RATES

Per Month

\$2,500

Marinalife E-Newsletter

reaching 33,000 members, Marinalife's newsletter delivers a combination of editorial and digital exclusive content. Readers can catch-up on 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!

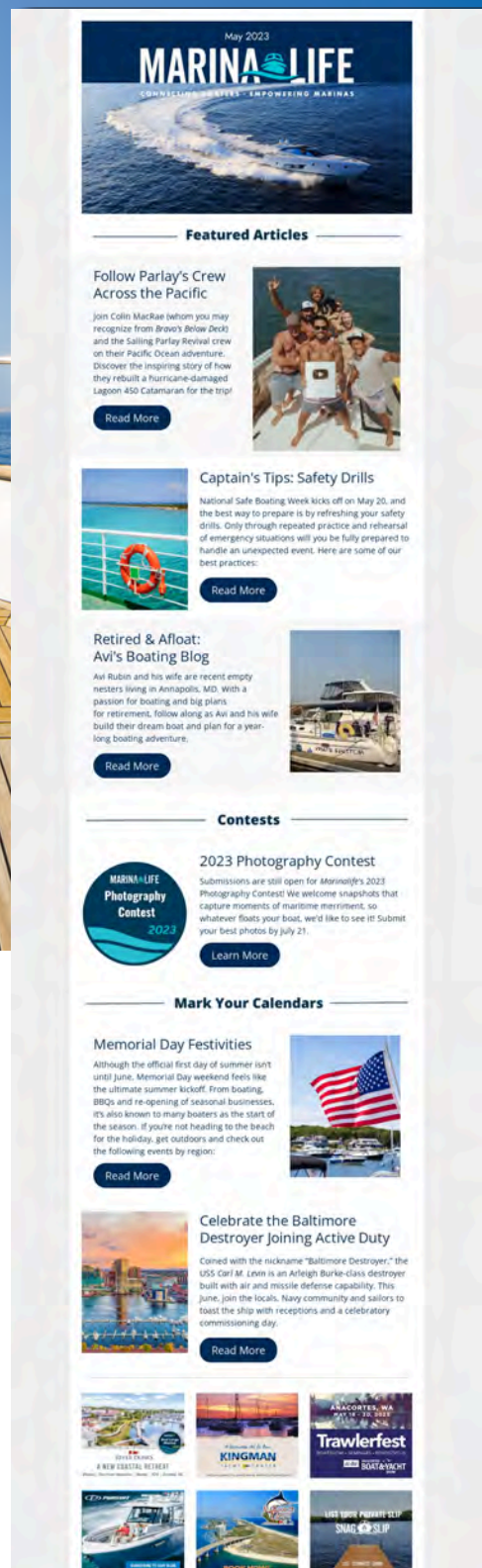
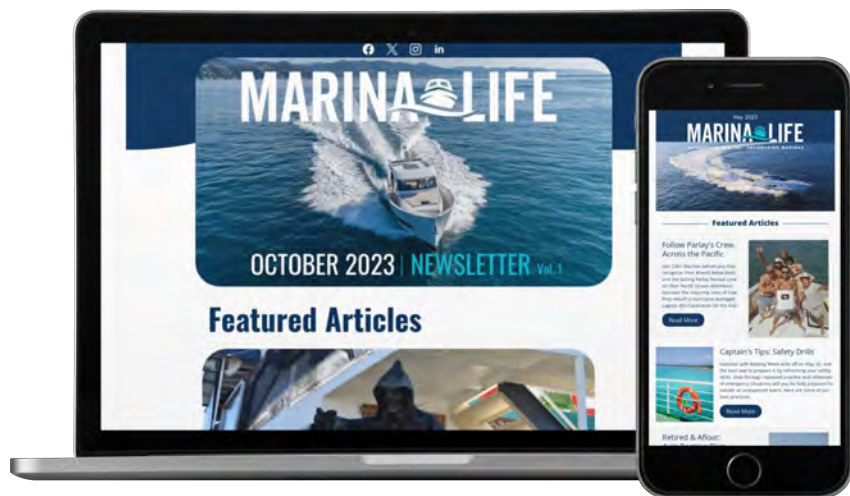
33,000 Distribution
34% Average Open Rate
1.54% Average CTR

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 19,000 Plus Followers and Growing



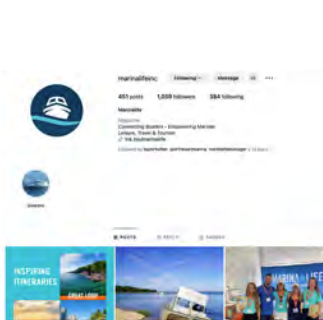
RATES

Size	Per Post
1,200x630	\$750

SPECIFICATIONS

- 100 words or less (400 characters max)

Instagram 1,055 Followers



RATES

Size	Per Post
1,200x630	\$250

SPECIFICATIONS

- 100 words or less (400 characters max)

Twitter 667 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 872 Followers



RATES

Size	Per Post
1,200x1,200 Square	\$250
1,080x1,350 Portrait	\$250

SPECIFICATIONS

- 100 words or less (400 characters max)



Contact Us

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410-752-0505