

# Scuttlebutt®



## 2026 NATIONAL MEDIA KIT

# 2026 PRINT RATES & SPECIFICATIONS



## ABOUT THE MAGAZINE

### 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 150,000 boaters across the Great Lakes, Southeast, and Gulf Coast, Scuttlebutt 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 MAGAZINES

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

- Placement within digital magazine
- Advertising exposure at 50+ boat shows
- Editorial/press release opportunities
- Inclusion within 'Scuttlebitts' newsletter
- Exposure on our social media platforms
- Brokerage listings within the magazine
- Giveaway campaigns for additional exposure

## 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** 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

## 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)

## 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)

Great Lakes  
Scuttlebutt

[greatlakesscuttlebutt.com](http://greatlakesscuttlebutt.com)



Gulf Coast  
Scuttlebutt

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



Southeast  
Scuttlebutt

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



## DISPLAY RATES (GUARANTEED Front Half of Magazine)

	ONE ISSUE	THREE ISSUES	SIX ISSUES
2 Page Spread	\$8750	\$8500	\$8000
Full Page	\$6600	\$5800	\$5000
1/2 Page	\$3700	\$3200	\$2800
1/4 Page	\$1900	\$1675	\$1450

## MARKETPLACE RATES

	ONE ISSUE	THREE ISSUES	SIX ISSUES
Full Page	\$5800	\$5000	\$4500
1/2 Page	\$3200	\$2800	\$2400
1/4 Page	\$1675	\$1450	\$1225
1/8 Page	\$850	\$725	\$600

CUSTOM AD SIZES AVAILABLE UPON REQUEST.  
COLOR INCLUDED IN ALL PRICES

FOR QUESTIONS ABOUT PRICING, RESERVING  
SPACE, AND MORE, CALL (877) 775-2538 EXT. 200



# WINTER

## JANUARY/FEBRUARY

Available: 01/05/2026 – 03/06/2026

SPACE RESERVATION

12/01/25

AD MATERIALS DUE

12/08/25

### DISTRIBUTED AT THESE BOAT SHOWS

(Subject to Change)

Lansing Boat Show, Chicago Boat Show, Detroit Boat 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, Green Bay Boat Show & Michiana Boat Show, Jacksonville Boat Show, Charleston Boat Show, Miami International Boat Show, Columbia Boat Show, Charlotte County Boat Show, St. Petersburg Power & Sailboat Show, Naples Boat Show, Bonita Springs Boat Show, Tampa Boat Show



# SPRING

## MARCH/APRIL

Available: 03/07/2026 – 05/02/2026

SPACE RESERVATION

02/06/26

AD MATERIALS DUE

02/13/26

### DISTRIBUTED AT THESE BOAT SHOWS

(Subject to Change)

Milwaukee Sports Show, Novi Boat Show, Palm Beach International Boat Show, 1000 Islands Spring Boat Show (Clayton, NY) & Catawba Island Boat Show, Palm Beach International Boat Show, Savannah Boat Show, Wrightsville Beach Boat Show, Vero Beach Boat Show, Oriental In-Water Boat Show, Suncoast Boat Show



# LAUNCH

## MAY/JUNE

Available: 05/03/2026 – 06/27/2026

SPACE RESERVATION

04/02/26

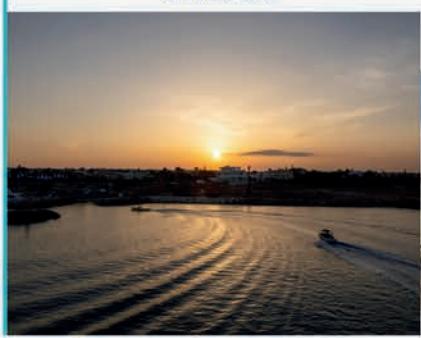
AD MATERIALS DUE

04/09/26

### DISTRIBUTED AT THESE BOAT SHOWS

(Subject to Change)

Great Lakes Boating Festival (Grosse Pointe, MI), Bay Harbor In-Water Boat Show, In Water Boat and Tech Show (Chicago), Muskegon Boat Show, SOFLO Boat Show



# EDITORIAL

# 2026

# CALENDAR

# SUMMER

## JULY/AUGUST

Available: 06/28/2026 – 08/29/2026

SPACE RESERVATION

06/04/26

AD MATERIALS DUE

06/11/26

### DISTRIBUTED AT THESE BOAT SHOWS

(Subject to Change)

Navy Pier/ Chicago, West Palm Beach Summer Boat Show



# FALL

## SEPTEMBER/OCTOBER

Available: 08/30/2026 – 11/07/2026

SPACE RESERVATION

08/03/26

AD MATERIALS DUE

08/10/26

### DISTRIBUTED AT THESE BOAT SHOWS

(Subject to Change)

Metro Boat Show, Newport International Boat Show, International Boatbuilders Exhibition & Conference (IBEX), United States Sailboat Show (Annapolis, MD), Fort Lauderdale International Boat Show, Newport International Boat Show, IBEX 365 (Tampa, FL), Annapolis Powerboat Show, Wilmington Boat Show, Vero Beach Boat Show,



# ANNUAL BUYER'S GUIDE YEAR END NOVEMBER/DECEMBER

AVAILABLE ALL OF 2027

SPACE RESERVATION

10/12/26

AD MATERIALS DUE

10/19/26

### DISTRIBUTED AT ALL 2027 BOAT SHOWS

OUR GIFT IDEAS SPECIAL SECTION IS  
ALSO PART OF THIS ISSUE!





Great Lakes  
Scuttlebutt



Southeast  
Scuttlebutt



DID YOU KNOW?  
SCUTTLEBUTT MAGAZINES  
ARE AT 50+ BOAT SHOWS  
**EVERY YEAR.**



Gulf Coast  
Scuttlebutt

PINE ISLAND  
CLEARWATER  
TAMPA  
ST PETERSBURG  
APOLLO BEACH  
RUSKIN  
ANNA MARIA ISLAND  
BRADENTON  
LONGBOAT KEY  
SIESTA KEY  
OSPREY  
VENICE  
PORT CHARLOTTE  
PUNTA GORDA  
FORT MYERS  
CAPTIVA  
SANIBEL ISLAND  
ESTERO  
BONITA SPRINGS  
NAPLES  
MARCO ISLAND  
MANTEO  
WANCHSE  
ORIENTAL  
MOREHEAD CITY  
BEAUFORT  
WRIGHTSVILLE BEACH  
SOUTHPORT  
MYRTLE BEACH  
GEORGETOWN  
MCCLELLANVILLE  
CHARLESTON  
MOUNT PLEASANT  
HILTON HEAD  
TYBEE ISLAND  
SAVANNAH  
MIDWAY  
SAINT SIMONS ISLAND  
BRUNSWICK  
Jekyll ISLAND  
ST. MARYS  
AMELIA ISLAND  
JACKSONVILLE  
ATLANTIC BEACH  
ST. AUGUSTINE  
DAYTONA BEACH  
PORT ORANGE  
ORLANDO  
COCOA BEACH  
SEBASTIAN  
VERO BEACH  
STUART  
JUPITER  
WEST PALM BEACH  
BOYNTON BEACH  
BOCA RATON  
POMPANO BEACH  
FORT LAUDERDALE  
MIAMI  
HIALEAH  
KEY BISCAYNE  
KEY LARGO  
FLORIDA KEYS



SCAN QR  
CODES FOR  
INDIVIDUAL  
**2026**  
MEDIA KITS

# NATIONAL COVERAGE AREA & FREE DISTRIBUTION

THE GREAT LAKES, THE SOUTHEAST AND THE GULFCOAST

THERE ARE OVER 7 MILLION REGISTERED BOATERS IN OUR COVERAGE AREA.  
THIS ACCOUNTS FOR OVER 43% OF BOATERS IN THE UNITED STATES.

FREE COPIES  
ARE PROVIDED  
AT OVER **2500** MARINE  
DISTRIBUTION  
LOCATIONS

## BOATING STATISTICS AND FACTS

\*DATA LISTED IS  
FROM QUICKNAV.COM

NEW BOAT SALES SURGED 40% DURING THE COVID PANDEMIC

100 MILLION AMERICANS GO BOATING EACH YEAR

11.9% OF U.S. HOUSEHOLDS OWN A RECREATIONAL BOAT

MILLENNIALS MAKE UP 31% OF BOATER DEMOGRAPHICS

AMERICANS SPEND \$49.3 BILLION ON BOATS, MARINE PRODUCTS, AND SERVICES EACH YEAR

61% OF BOAT OWNERS HAVE AN ANNUAL HOUSEHOLD INCOME OF LESS THAN \$100,000

OPEN POWERBOAT IS THE MOST POPULAR TYPE OF BOAT IN THE U.S.

AVERAGE BOAT IN THE U.S. IS OPERATED 54 DAYS PER YEAR



Great Lakes  
**Scuttlebutt**  
[greatlakesscuttlebutt.com](http://greatlakesscuttlebutt.com)



Gulf Coast  
**Scuttlebutt**  
[gc.scuttlebutt.com](http://gc.scuttlebutt.com)



Southeast  
**Scuttlebutt**  
[se.scuttlebutt.com](http://se.scuttlebutt.com)

# INCLUDED ONLINE VALUE

## ONLINE ADDED VALUE

A USEFUL AND INFORMATIVE RESOURCE FOR BOATERS

VIDEO GALLERY   DAILY NEWS FEED   CALENDAR OF EVENTS  
FEATURED NEWS STORIES   GIVEAWAYS & PROMOTIONS

Here, readers can view articles from the magazine alongside additional content supplied by a variety of marine-related resources — all easily navigable and interconnected.



## ONLINE DIGITAL VERSION

SCUTTLEBUTT MAGAZINES PRODUCE AN ONLINE REPLICA OF THE PRINT MAGAZINES.

Our online magazines are always free, always available, and can be viewed on all devices. We have a variety of ways to add value to your content.

## USE OF PLAY BUTTONS ON DIGITAL VERSION

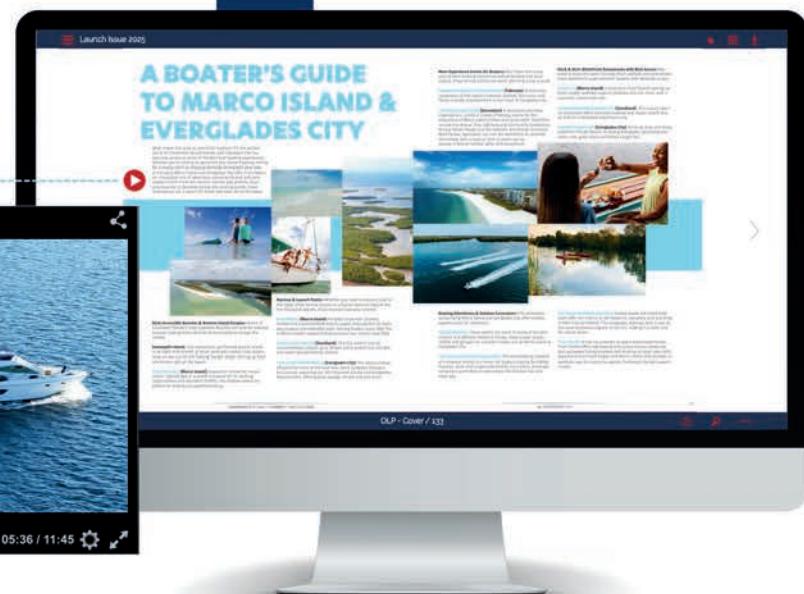
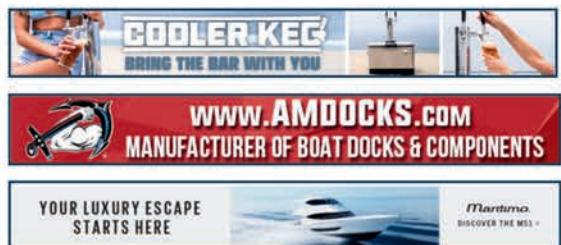
Play buttons indicate a video has been added to your ad or article and the video plays once button is clicked. We allow all advertisers to send in a link or .MP4 file to be placed on their ad in the digital magazine



## FREE BANNER ADS

## WITH PURCHASE OF PRINT ADVERTISEMENT

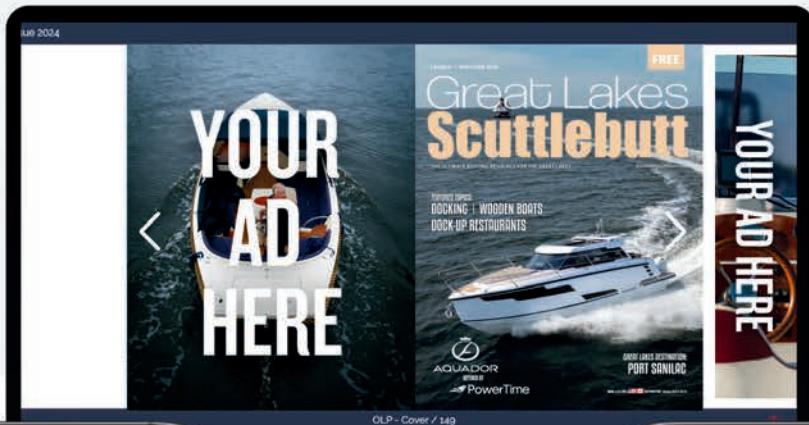
A client-supplied 468x60 banner, linked to a landing page of your choice, will rotate in a multitude of locations for the duration of your advertising schedule.



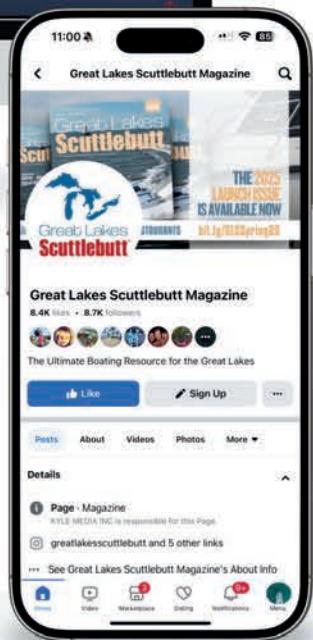
# EXPANDED DIGITAL EXPOSURE

## DIGITAL MAGAZINE ADS

[View A La Carte  
for pricing](#)



Have your  
ad seen by  
every online  
reader, no  
matter the  
page.



## DEDICATED EMAIL BLASTS MOST POPULAR OPTION

Send your message to  
30 thousands readers  
inboxes.

[View A La Carte for pricing](#)

## NEWSLETTER BANNERS

Place your linked  
banner in our weekly  
and bi-monthly  
Scuttlebits.  
[View A La Carte for pricing](#)

## SPONSORED SOCIAL POSTS

Post your message to  
our thousands of  
followers on our social  
platforms.

[View A La Carte for pricing](#)



8k +  
Followers



2.5k +  
Followers



3k +  
Subscribers

IF YOU ARE  
INTERESTED  
IN DIGITAL  
ELEMENTS,  
RATHER THAN  
ADVERTISING, OR  
WOULD LIKE TO  
SECURE YOUR  
SPOT WITH  
INCLUDED DIGITAL  
ELEMENTS PLEASE  
REFER TO OUR A  
LA CARTE ITEMS  
BY SCANNING THE  
QR CODE BELOW.

Although the A La Carte is for Great Lakes Scuttlebutt, Southeast  
and Gulfcoast also have these options. Call for rates today

**VIEW  
A LA  
CARTE  
HERE**



A vertical strip on the left side of the page showing an aerial view of a marina. Numerous boats of various sizes are docked at a series of wooden piers extending into a dark blue body of water. The boats are arranged in a grid-like pattern along the piers.

CONTACT US:

# Scuttlebutt<sup>®</sup>

## MAGAZINES

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[SCUTTLEBUTT.COM](http://SCUTTLEBUTT.COM)

### ADVERTISING

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# Scuttlebutt MAGAZINES

Southeast  
**Scuttlebutt**® Gulf Coast  
**Scuttlebutt**

KYLE MEDIA

Great Lakes  
**Scuttlebutt** *Latitudes & Attitudes*

**MARINE**  
MARKETING SOLUTIONS

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