

SOUNDINGS

REAL BOATS, REAL BOATERS



2017-2018
DIGITAL PRODUCT GUIDE

The Online Strength of SoundingsOnline.com

SOUNDINGS entertains and informs a loyal audience of passionate boaters. Our award-winning coverage is designed to inform and educate our engaged owner/operator audience on the latest developments in boating, while also exploring the heritage, history and passion for our pastime that serious enthusiasts share. SOUNDINGS continues to uphold the highest standards of journalism in our print and digital offerings.

If you are buying or selling a used boat, check out our searchable database on this site, or pick up a copy of Soundings at the newsstand. Soundings Boats For Sale, the nation's leading marine classified source, reaches 155,000 dedicated boaters with each issue. Combined with our Internet partner, BoatTraderOnline.com, we reach more than one million Internet boat shoppers each month.

Strategic marketers know that targeting our digital audience of passionate boaters enhances their impact.

90,745

Pageviews

51,060

Unique Visitors

1.29

Average Pageviews per visit

14,600

Social Fans

26,334

Email Subscribers

1:08

Average Visit Length

Display Advertising

RUN OF SITE ADS

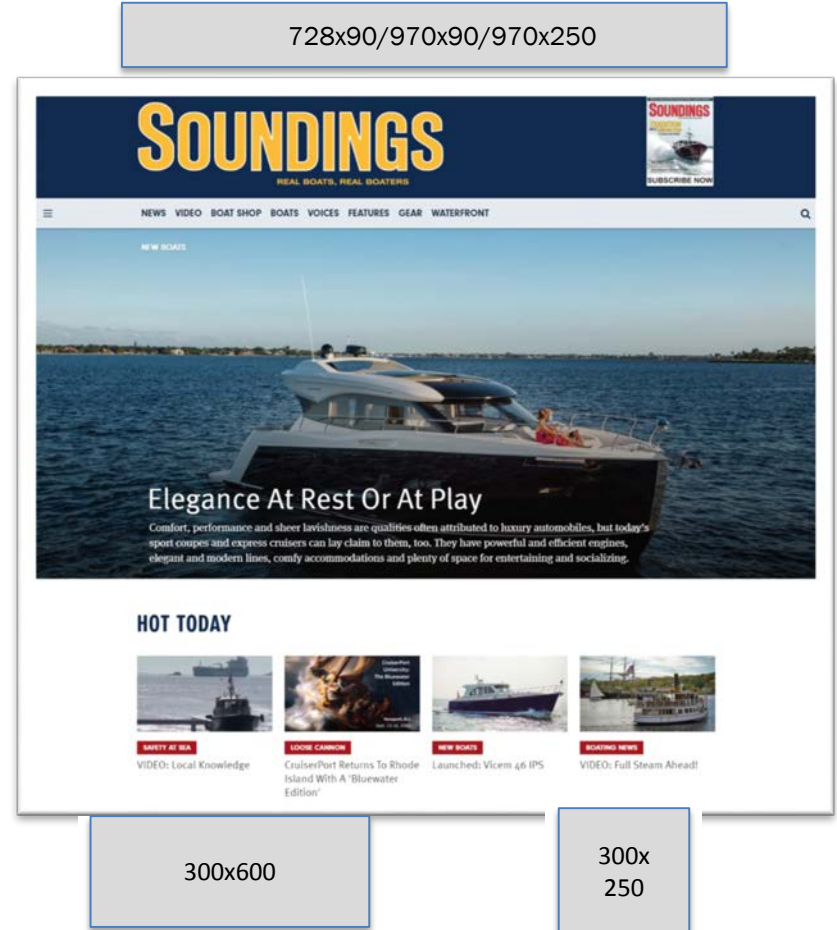
- High-impact branding opportunity
- Relevant Editorial Alignment
- Ad sizes include:
 - 728x90
 - 300x600
 - 300x250
 - 320x50 (Smartphone only)

PREMIUM ADS

- 970x90
- 970x250

CHANNEL TARGETING

- Homepage: Highest performing ad units throughout website, includes trending stories in Soundings news.
- Boat Shop: Maintenance, upgrades, seamanship, and design.
- Boats: Includes reviews of new and classic vessels, restorations.
- Gear: Reviews of the latest equipment, electronics, and foul-weather gear.
- Voices: Blogs and interviews from Soundings' staff, boating authorities and marine industry influencers.



High Impact Units

EXPANDING UNITS

- Key real estate opportunity
- Ad expands immediately upon rollover
- Opportunity to include video in unit
- Available units:
 - Pushdown: 970x90 – can expand to 970x415
 - Sidekick: 300x600 – can expand to 600x600
 - Expanding: 728x90 – can expand to 728x315

FIXED BOTTOM ADHESION UNITS

- Adheres to the footer of Soundingsonline.com
- Unit stays with user as they scroll
- Sizes available:
 - 728x90 or 970x90 (desktop)
 - 320x50 (mobile)

970x90 expands to 970x415
OR
728x90 expands to 728x315



The screenshot shows the Soundings website with a fixed bottom ad unit. The website header features the 'SOUNDINGS' logo in yellow and orange, with the tagline 'REAL BOATS, REAL BOATERS' below it. A navigation bar includes links for NEWS, VIDEO, BOAT SHOP, BOATS, VOICES, FEATURES, GEAR, and WATERFRONT REAL ESTATE. The main content area displays a large image of a sailboat with the headline 'Tally Ho, Adventure' and a sub-headline 'Well, I've gone and done something silly. I've bought a 42 foot pocket called Tally Ho. She cost me about \$1,300. She's a one year old Albin One-design, a gaff rigged cutter. And she needs a total rebuild.' Below this is a 'HOT TODAY' section with four featured articles, each with a small image and a red 'READ MORE' button. The 'BOAT SHOP' section is also visible, showing three product listings with images and descriptions. The fixed bottom ad unit is a 728x90/970x90 unit.

728x90/970x90 Fixed Bottom Adhesion Unit

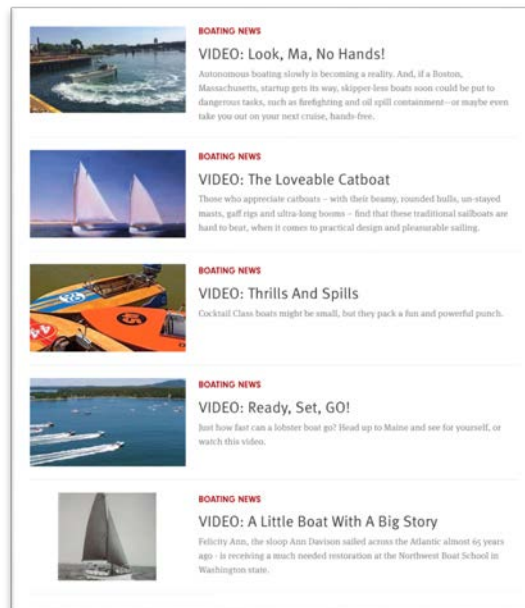
Video Placements

PRE-ROLL

- Optimal :15 or :30 pre-roll before SoundingsOnline.com editorial videos
- High engagement opportunity
- High impact branding via a 640x480 video player
- Editorial video content alignment not guaranteed
- Not available for geo-targeting

INREAD VIDEO

- Video banner that appears in content while user is reading
- Sound is present when user hovers over banner



Our video channel hosts new boat reviews, how-to and destination spotlights, as well as up-to-the minute video reports from boat shows, visits to boat builders and maritime icons.

SOUNDINGS
REAL BOATS. REAL BOATERS

E-Newsletter

DISPATCHES delivers great boating content to your email in box, 5 days a week. Loaded with original web-extra videos and slide shows created to supplement SOUNDINGS print features, DISPATCHES also has the latest nautical news, seamanship mishaps, recently launched boats, classic yacht restorations and quirky marine content that you might otherwise miss.

Once a week DISPATCHES' 15,000 subscribers also get former rescue swimmer Mario Vittone's gripping *Lifelines: Safety And Rescue At Sea*.

- Align with credible and respected editorial content, specific content is not guaranteed
- *Channels*: Delivered weekly and jam-packed with destination tips, advice, hidden spots and more

DISPLAY AD SPONSORSHIP

- 728x90 Top
- 728x90 Bottom
- 300x250 Right
- 300x250 Left

NATIVE CONTENT INCLUSION

- Image + Headline
- Links to custom content hosted on SoundingsOnline.com

REACH

- *Opt-In Subscribers: 15,000*

728x90 Top



The screenshot shows the top of the Soundings Dispatches website. At the top left is the 'SOUNDINGS' logo in red, followed by a compass rose graphic and the word 'DISPATCHES' in bold black. To the right is the date 'October 9, 2017' and social media icons for Facebook, Twitter, and YouTube. Below this is a navigation bar with links: Home, News, Videos, Subscribe, and Advertise. The main content area features a large photograph of the New Jersey Lighthouse. Below the photo is the headline 'The New Jersey Lighthouse Challenge' in red. Underneath the headline is a short paragraph of text and a 'READ MORE' link in red. At the bottom of the screenshot are two placeholder boxes for 300x250 ads, labeled 'Left' and 'Right'.

300x250 Left

300x250 Right

728x90 Bottom

SOUNDINGS
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Targeted Email Campaigns

Our readers want more and better information about boats, motors, electronics, and equipment, so they opt in to our third party email promotions list.


CUSTOM EMAIL

- Direct response and promotional opportunity
- 100% SOV dedicated message delivering partner's messaging and promotions
- Opportunity to geo-target

REACH

- Opt-In Subscribers: 12,645

S&S Marine LLC
128 Essex Road, Old Saybrook CT 06475
860-388-9112



Why Wait For Spring
Here are three great reasons to buy now!

1. Deep End Of Year Discounts On Current Inventory
CENTURY
19' Cruiser \$15,000 \$7,500 Savings
20' CC \$12,500 \$10,000 Savings
Plus Free Winter Storage
2. 6 Years Of Warranty Protection
YAMAHA
10% Off On All Service Including Re-Powers
3. Free Winter Storage And Winterization
Brokerage Boats
Lots Of New Arrivals
Good Selection In A Broad Range Of Prices!


Open House on 11/11/17 from 10 - 4 • Hot Chowder • Rain or Shine • New & Pre-owned On Display

S&S MARINE
128 Essex Road, Old Saybrook CT
860-388-9112 • www.ssmarine.com

Please join us Saturday, November 11th, 2017
For The S&S Annual Fall Open House

We will have the most popular Century Boats, Ocean Inflatables and Yamaha engines on display. Additionally, it's a great time to take advantage of aggressive end of season specials like deep discounts on current Century inventory, extended warranties on select Yamaha engines, 10% off on all Yamaha service including re-powers and free winter storage and winterization for any brokerage boat purchased this fall. Our open house is a perfect time to experience the following...

- Large Inventory Of New And Pre-Owned Boats (Many Newly Arrived Listings Included)
- Sea Trials By Appointment (Don't Delay, Call For Your Appointment Today)
- Sales Specialists On Hand
- Special Pricing And Sales Incentives
- Door Prizes
- Raffle For Free Winter Storage
- Much More...



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We offer boat and yacht loans at the lowest possible rates while providing the professional, personalized financial service you deserve.

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Sponsored Articles

PLACEMENT / BENEFITS

- High-engagement content marketing opportunity encouraging a deeper user relationship with your brand
- Article will be tagged as “Sponsor Content”
- 100% SOV with companion display ad: 300x600
- Sponsored article will live within the appropriate content channel
- Supporting media highly recommended to drive article views (custom emails, editorial email sponsorship + native content inclusion, homepage placements, and/or social posts)

ARTICLE VARIATIONS

- ***Content From Our Sponsors:*** written by partner, reviewed by Soundings editors, and hosted on SoundingsOnline.com
- ***Sponsored Editorial Article:*** editorial content written by Soundings editors with no input from partner. Landing page features partner's logo and 100% SOV banners

Sponsored Content

MJM Yachts 50z ...
Cruise 140 Miles in Four Hours



Imagine a true cruising speed of 35 knots while burning what others do at 25 knots. Thanks to advanced design and engineering the 50z is an impressive performance cruising yacht. Superior epoxy composite construction results in a stronger, longer lasting hull with a lower center of gravity for stability and comfort. Enjoy the ease and confidence of joystick docking, GPS station keeping, and no-roll comfort underway or at anchor with the standard Seakeeper gyro stabilizer. Low maintenance, fingertip steering, and effortless singlehanded operation put the 50z in a class by itself. Her eye-catching looks are a modern take on the classic Downeast style and ensure heads will turn when you enter the marina. Explore what it would be like to cruise the 50z ... [READ MORE](#)



Get weather & fishing info
on your chartplotter/MFD
\$100 REBATE with hardware & subscription purchase [See Details](#)



Facebook Engagement

CONNECT WITH US:
@soundingsonline

AUDIENCE

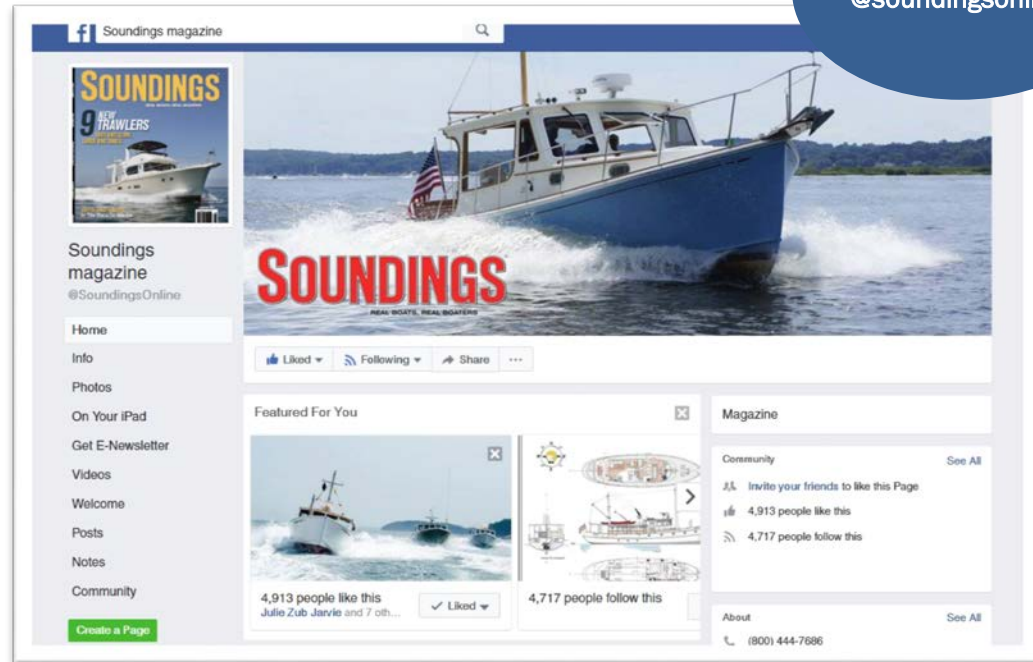
- 5,436 Fans

PARTNER OPPORTUNITIES

- Sweepstakes
- Contests
- Surveys
- Video Distribution
- Crowd-sourcing
- Audience Growth
- Drive Site Traffic

PREMIUM AD OPPORTUNITIES

- Carousel Ad
- App Installs
- Offer Claim
- Canvas Ad



Soundings has a rapidly growing following of boaters on Facebook, Twitter and Instagram. These channels allow us to connect via social media to a wide range of active boaters and boat owners.





Instagram Engagement

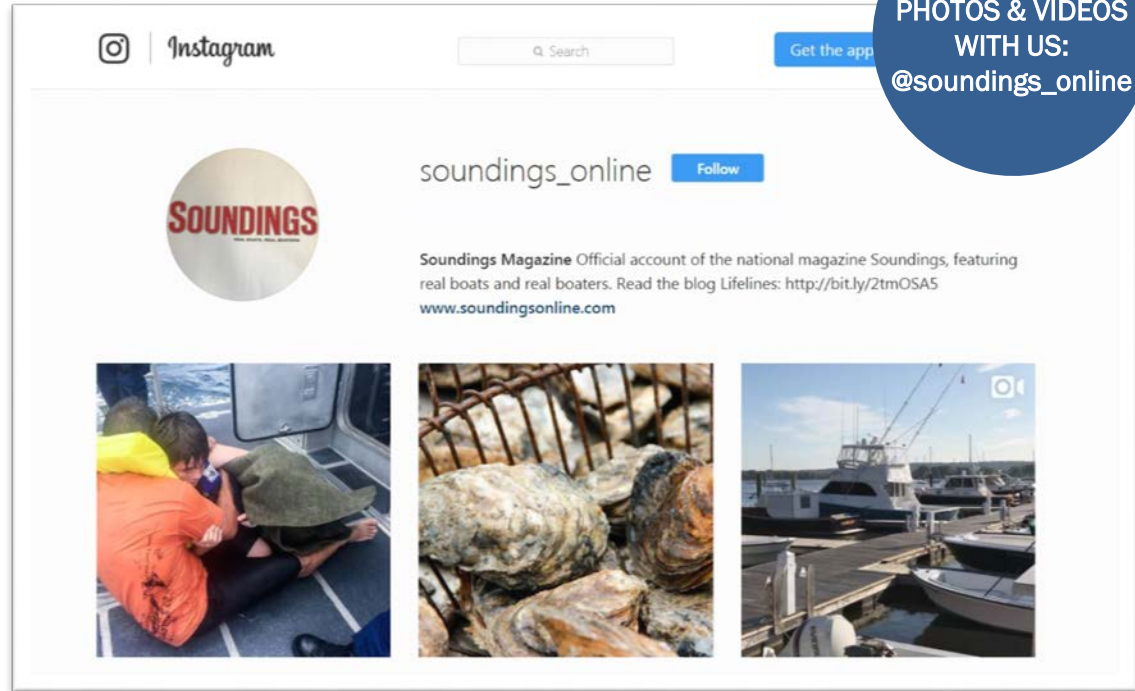
AUDIENCE

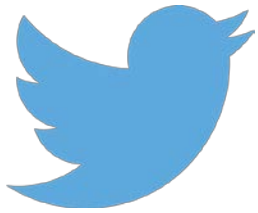
- 330 Followers

PARTNER OPPORTUNITIES

- Sponsored Posts
- Contests
- Sweepstakes
- Video Teasers
- Real Time Engagement
- Audience Growth

SHARE YOUR
PHOTOS & VIDEOS
WITH US:
[@soundings_online](#)





Twitter Engagement

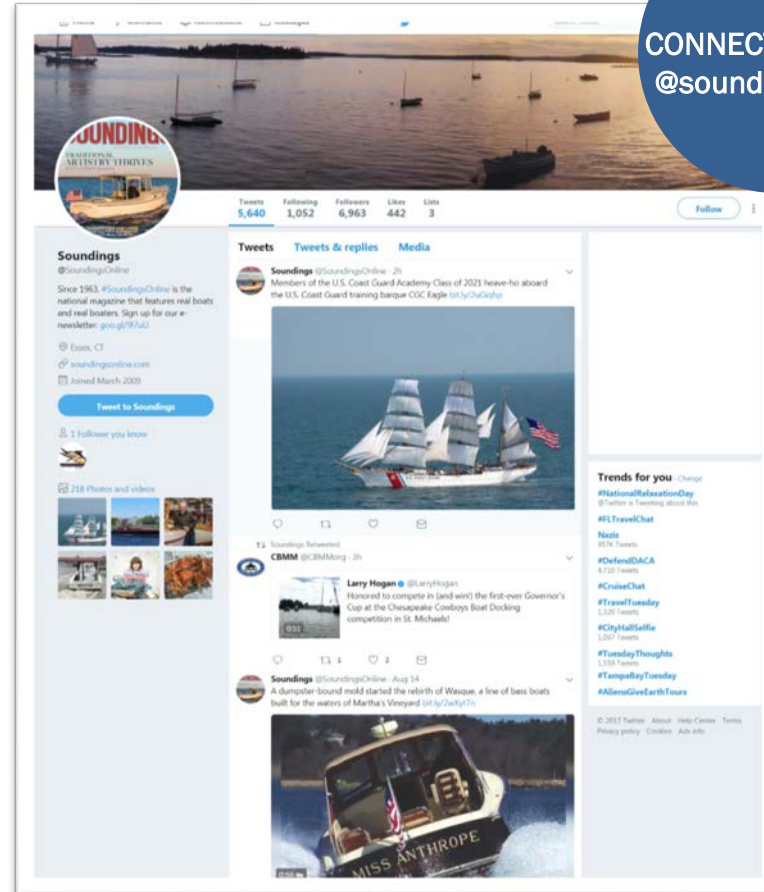
AUDIENCE

- 7,145 Followers

PARTNER OPPORTUNITIES

- Live Chats
- Surveys
- Promotions
- Real Time Engagement
- Audience Growth
- Identify Brand Ambassadors

CONNECT WITH US:
@soundingsonline



SOUNDINGS
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Web Metrics

51,060

Site Monthly Unique Visitors

90,745

Monthly Page Views

1:08 min

Avg. Time Spent on Site

14,600 Fans

Social Followers

12,645

Custom Email Subscribers



f SoundingsOnline
 @soundingsonline
 #soundings_online
 SoundingsOnline.com

The Power of the Marine Group Online

The Marine Group is the preeminent source of travel, technique and product content for boating enthusiasts. Iconic brands such as Yachts International, PassageMaker, Soundings, Soundings Trade Only, SAIL and Power & Motoryacht help a broad audience of affluent enthusiasts enjoy their time on the water. Our newest brand, Anglers Journal, has a rapidly growing fan base and launched its own fishing show in 2016 on the Discovery Network.

10.2 Million

Pageviews

3.6 Million

Unique Visitors

18,205,856

Editorial Email Sends

202,000

Social Fans

201,000

Email Subscribers

218,000

Video Plays



SOUNDINGS TEAM

Gary DeSanctis
Group Publisher, General Manager
gdesanctis@aimmedia.com

Paul Smith
Publisher
psmith@aimmedia.com

Mary South
Editor-In-Chief
msouth@aimmedia.com

Julie Jarvie
Group Marketing Director
jzub@aimmedia.com

Karen Baffa
National Account Manager
kbaffa@aimmedia.com

Marilou Griswold
Account Manager/Classified
mgriswold@aimmedia.com

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THE NAVIGATIONAL BEACON IN THE MARINE INDUSTRY

