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.
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)
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.
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
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
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
Facebook Engagement

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
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
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THE NAVIGATIONAL BEACON IN THE MARINE INDUSTRY

AIM MARINE GROUP
A Division of Active Interest Media