

SOUNDINGS[®]

REAL BOATS, REAL BOATERS



2020 DIGITAL PRODUCT GUIDE

The Strength of Soundings Digital Programs



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.

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

199,675

Pageviews (Avg. per month)

175,756

Users (Avg. per month)

0:20

Average Visit Length

21,407

Email Subscribers (3rd Party/Internal)

11,696

Enews Subscribers

16,433

Social Fans

Display Advertising

RUN-OF-SITE ADS

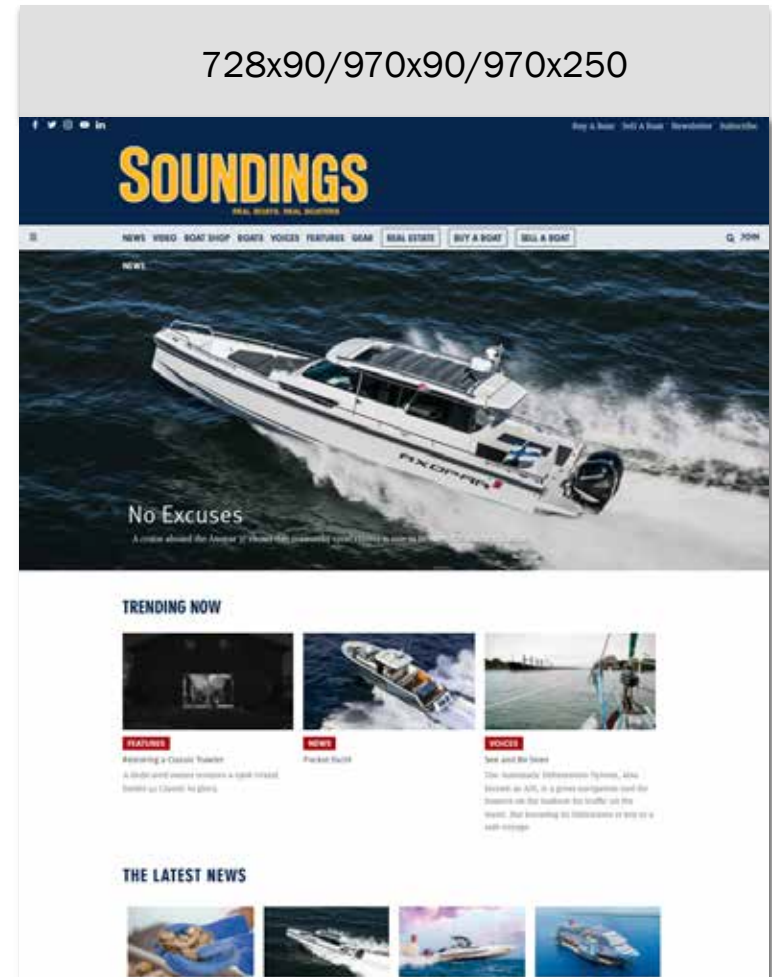
- High-impact branding opportunity
- Relevant Editorial Alignment
- Ad sizes include:
 - 728x90
 - 300x600
 - 300x250
 - 320x50 (Smartphone only)

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.



728x90/970x90/970x250

300x600

300x
250

\$25 CPM

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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

COST \$750



Video



VIDEO

Drowning



VIDEO

New Online Class: Anchors & Anchoring

An anchor isn't just for passing the day or night away from the marina. It is a key piece of safety gear--something to keep you in one place when the engine fails or a contrary wind threatens to throw your boat on the rocks. This course is designed to teach how to anchor like a professional mariner whether conditions are benign or threatening.



VIDEO

New Online Class: Offshore Cruising: Preparing Craft & Crew

Preparation is key to successful cruising. Regardless of the size, make or model of your boat, understanding its critical systems and having a plan is crucial to keep your craft performing efficiently and safely.



VIDEO

A Timely Tale: When Women Wrangled the Whitbread

Thirty years after an all-woman sailing crew completed the Whitbread Round the World Race, a documentary film brings the rousing story to the screen.



VIDEO

Fishing for Plastics

A Dutch company makes fishing for plastic a fun boating experience and recycles the waste into boats and furniture.

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.

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E-Newsletter: Dispatches

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' subscribers also get former rescue swimmer Mario Vittone's gripping *Lifelines: Safety And Rescue*

At Sea. Along 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: 11,336

COST \$550

728x90 Top



Axopar

Boat Review: Axopar 37

A cruise from Maine to Connecticut aboard the Axopar 37 shows this seaworthy sport cruiser is true to its Baltic Sea heritage.

[READ MORE](#)

300x250 Left

300x250 Right

728x90 Bottom

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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: 11,696

COST \$950

S&S MARINE
Book Now And Save 50%
On Outdoor Storage

Book and pay by August 15, 2019 and **save 50%** on outdoor winter storage or 10% on shrink wrapping & winterization.

2019 contract available by phone, online at www.sssmarinet.com/2019 and on scan code.

www.sssmarinet.com 860-388-9112

**Take Advantage Of S&S's Once A Year Mega Deal On Winter Storage...
Don't Delay - Call 860-388-9112 Today!**

It's that time of year when S&S Marine LLC is offering their 'once a year' mega deal on winter storage. You can save 50% on winter storage or 10% on shrink wrapping and winterization. However, this is a limited time offer that is only available once a year, and you must book and pay by August 15, 2019 to qualify so don't delay, call Scott today!

860-388-9112

S&S MARINE
100 Years Boat, 100 Years Of Service - www.sssmarinet.com

YAMAHA **CENTURY** **OXFORD**

BOATHOUSE AUCTIONS
BROKERS | OWNERS | BUYERS

40' RIVIERA OFFSHORE 2002

RESERVE PRICE JUST \$99k

JOB SITE - The [Riviera](#) 4000 Offshore 2002, was originally owned and operated in fresh water on Lake Huron in Michigan until 2014. Purchased from the original owner, JOB SITE has seen just 130 hours on Long Island, NY, and has been professionally maintained by [Al Groves](#).

- Solid fiberglass hull, very spacious throughout.
- Twin CAT 3126B engines, fully surveyed by [H.O. Penn CAT](#), September 2017.
- Cruises comfortably at 23 knots, 2400 RPM's.
- EVO2 12" Simrad GPS/Broadband Radar touch screen new 2016.
- Dual Cruise Air systems with 16,000 BTU's each (one at helm, one in cabin).
- New cockpit enclosure, February 2018.

SELLING TO THE HIGHEST BIDDER AT OR ABOVE \$99,000

PREVIOUSLY LISTED: \$162k | BIDDING OPENS: JULY 31, 2019

VIEW AUCTION NOW!

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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

COST \$750

[HOME](#) > [SPONSORED CONTENT](#)

Couple turned retirement into golden years income

SOUNDINGS - FEB 5, 2019

[f](#) [t](#) [p](#)



Interview with Josh and Natasha Tofield - Owners of Nordhavn 52 "Sa..." [Share](#)

NORDHAVN
TRAVELER'S CHOICE

When Josh and Natasha Tofield quit working to focus full-time on cruising aboard their Nordhavn 40, they didn't know it would lead to a late-life windfall. They fell in love exploring Alaska and decided to move up to a Nordhavn 52 for the additional space and creature comforts that would allow them to dedicate most months of the year studying wildlife and discovering the area. Now they share their passion with others as seminar presenters and by offering a boat skills and Alaska adventure charter aboard "Samba". As the old saying goes, find out what you love to do and get paid for doing it.

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