



Photo courtesy Nordhavn Yachts

2021 MEDIA KIT

# SOUNDINGS<sup>®</sup>

REAL BOATS, REAL BOATERS



ONE FOR THE RECORDS: SOLO NAVIGATOR SAILS 40,000 MILES IN A SINGLE YEAR

# SOUNDINGS<sup>®</sup>

REAL BOATS, REAL BOATERS



Pursuit S 378

## White Gold

THE CROSSOVER  
**CENTER CONSOLES**  
THAT ARE IN DEMAND

**REAL BOATS, REAL BOATERS—*Soundings*.**

Each month, *Soundings* informs and educates an influential audience of high-level boating enthusiasts. Every issue is filled with the latest developments and newsworthy items from the marine marketplace. Coverage includes New Boats from builders (large and small), Custom Concepts and Designs, Classic Refits and Relaunches, Marine Personalities, Cruising Destinations, DIY Projects, Waterfront Real Estate and Brokerage Boats. We infuse the heritage, history and passion for our love of boating!



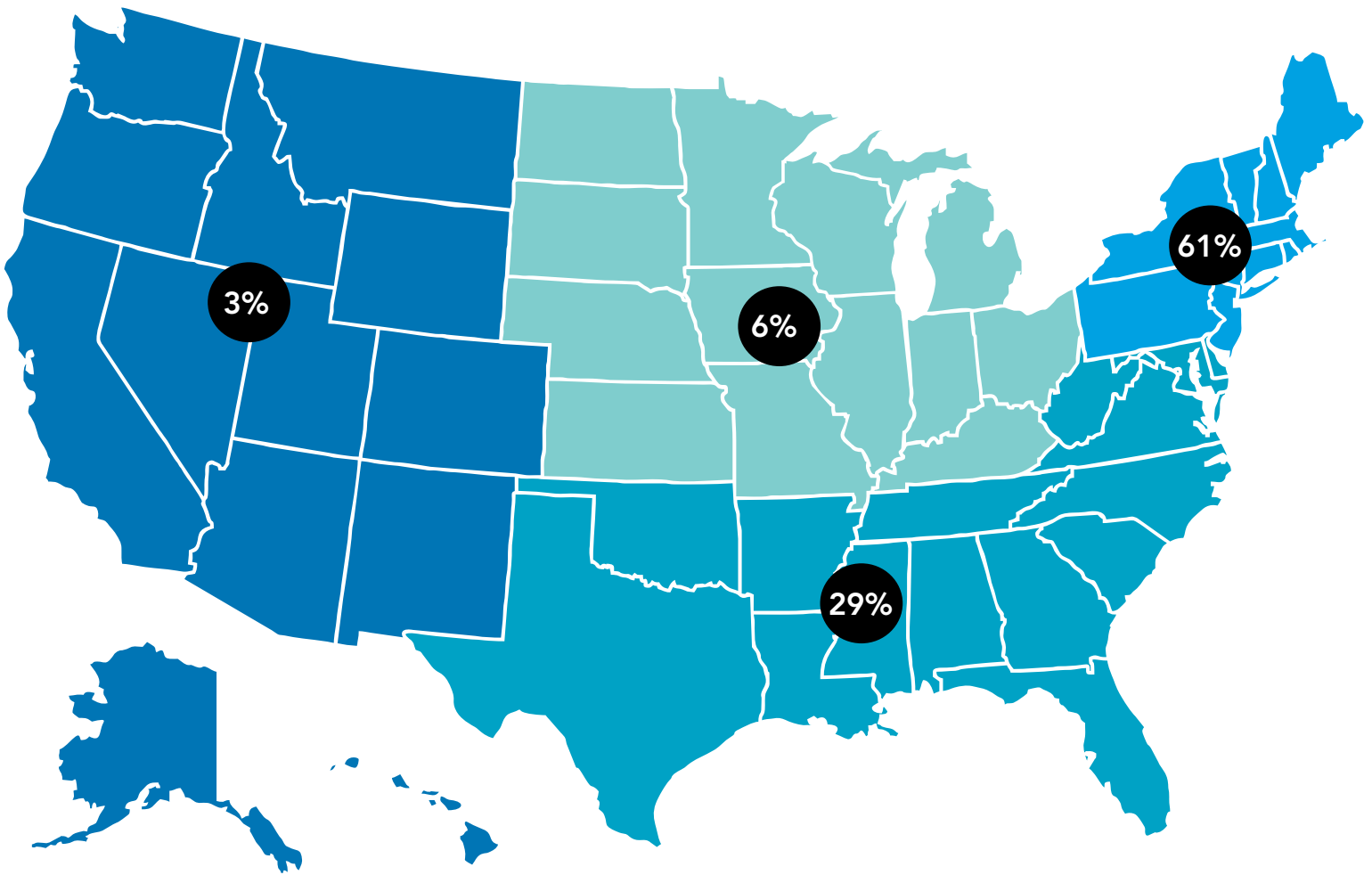
# EDITORIAL CALENDAR

12 Monthly Issues



<b>Issue</b>	<b>Editorial Focus</b>	<b>Ad Close</b>	<b>On Sale</b>
March	Spring Showcase Spring	1/13/21	2/11/21
April	Charter/Adventure Cruising Boatbuilders of the Chesapeake	2/10/21	3/10/21
May	Fishing/Carolina Builders	3/9/21	4/7/21
June	Family Cruisers/Great Lakes Builders	4/13/21	5/12/21
July	Outboards, Boat Designers (under 30')	5/11/21	6/9/21
August	The Maine Issue: Builders & Shipyards	6/10/21	7/7/21
September	Newport and the Northeast	7/13/21	8/11/21
October	Fall Boat Show Special	8/10/21	9/8/21
November	Trawlers & Motoryachts	9/7/21	10/6/21
December	Winter Destinations, Charters and Florida Builders	10/12/21	11/10/21
January '22	Custom Boats & Refits	11/9/21	12/8/21
February '22	Pacific Northwest Designers & Builders	12/7/21	1/5/22

# CIRCULATION/AUDIENCE



## DEMOGRAPHICS

### BOAT OWNERSHIP/PLANS TO BUY

Plans to buy a boat	62%
Have been boating for 15+ years	82%
Own a boat 20-50 ft	93%

### READER PARTICIPATION IN BOATING ACTIVITIES

Day cruising	87%
Overnight cruising	59%
Fishing	76%
Entertaining	61%

### READER STATISTICS (AVG.)

Household net worth	\$1,895,909
Household income	\$306,890
15+ years boating	82%
Weekly boater	53%
Number of boats owned	2

Source: 2015 Active Interest Media Research Study

# DIGITAL PLATFORMS



**7,120**

E-NEWSLETTER  
SUBSCRIBERS

**19,529**

SOCIAL MEDIA  
AUDIENCE

**7,148**

CUSTOM EBLAST  
SUBSCRIBERS

**170,878**

AVG. MONTHLY  
SESSIONS

**231,658**

AVG. MONTHLY  
PAGE VIEWS

**204,717**

AVG. MONTHLY  
UNIQUE PAGE VIEWS

**142,187**

AVG. MONTHLY  
USERS

**1:15**

AVG. SESSION  
DURATION



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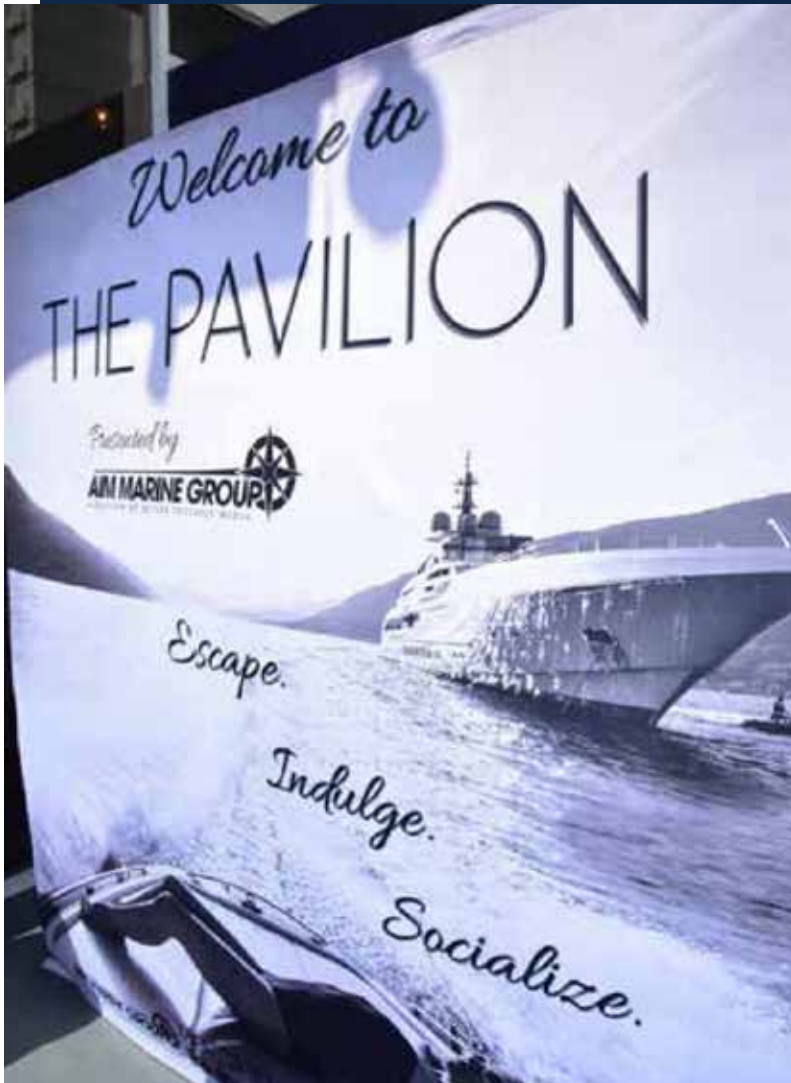
# WATERFRONT REAL ESTATE



**SOUNDINGS** magazine monthly Waterfront Real Estate section features waterfront properties that appeal to high net-worth boaters who are looking new homes, vacation, or retirement properties.



# EVENTS – AIM MARINE GROUP PAVILION



The Pavilion is the AIM Marine Group's VIP oasis for yacht owners, captains, industry executives and our invited guests, located within the Fort Lauderdale International Boat Show.

Sponsorship opportunities provide a unique way to reach yacht owners and captains in a relaxed environment where every detail is attended to.

From complimentary lunch and cocktails to themed happy hours, the AIM Pavilion is a one-of-a-kind boat show experience.

AIM Marine Group Pavilion sponsorships are available, albeit limited; category-specific sponsorships are also available.

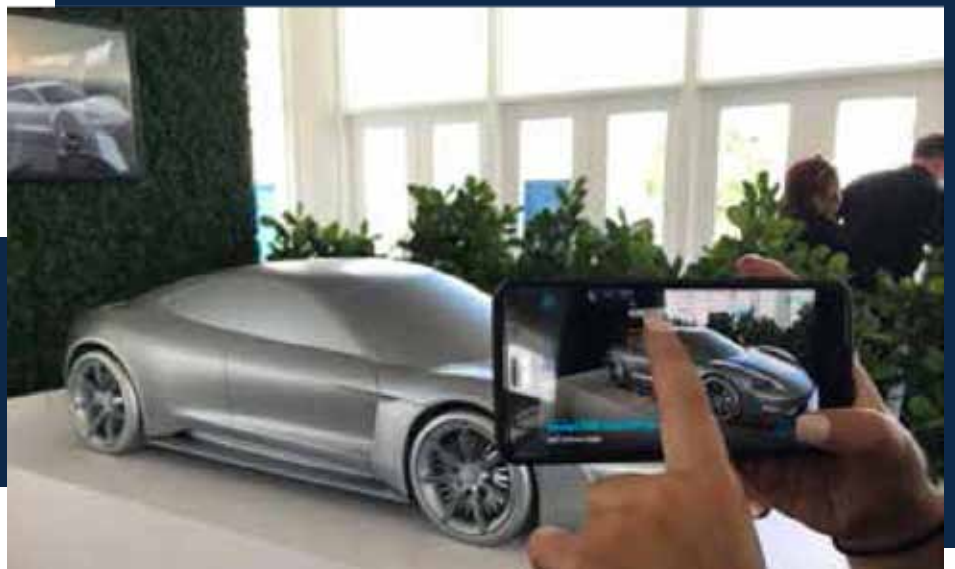




Photo courtesy Jim Raycroft/MJM Yachts

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