

Great Lakes
Scuttlebutt[®]
A KYLE MEDIA INC. PUBLICATION

2027 MEDIA KIT

THE GREAT LAKES BOATER'S MAGAZINE.
FREE WHERE THEY TIE UP.



1800+

DISTRIBUTION
LOCATIONS



4M+

REGISTERED BOATS
IN OUR MARKET



100K+

ENGAGED
BOATERS



30+

MAJOR BOAT
SHOWS

PRINT. DIGITAL. SOCIAL.



BUILT FOR GREAT LAKES BOATERS

ABOUT THE MAGAZINE

GREAT LAKES SCUTTLEBUTT DELIVERS A DESIRABLE, VALUABLE MAGAZINE WITH A LONG SHELF LIFE.

Great Lakes Scuttlebutt is the region's leading free boating magazine, strategically distributed where boaters naturally gather — marinas, yacht clubs, marine retailers, service centers, and the largest boat shows throughout the Great Lakes.

Unlike traditional publications that rely primarily on subscriptions, Scuttlebutt is intentionally picked up by active boaters who are already immersed in the boating lifestyle. That means your advertising reaches readers while they're researching products, planning trips, servicing their boats, and making purchasing decisions.

Every issue is professionally designed and filled with boating destinations, events, new products, expert advice, and stories that keep readers engaged long after they leave the dock. Our digital edition extends that reach even further, ensuring your message continues working beyond print.



YOUR PRINT AD UNLOCKS ADDITIONAL ADVERTISING BENEFITS FOR FREE:



Placement within digital magazine



Rotating 468x60 banner on website



Advertising exposure at 30+ boat shows



Editorial/press release opportunities



Social media exposure on our platforms



Brokerage listings within the magazine



Giveaway campaigns for additional exposure



Distributed at over 1,800+ marine locations



WE OWN THE GREAT LAKES MARKET

ISSUE CALENDAR

 WINTER JAN/FEB	 SPRING MAR/APR	 LAUNCH MAY/JUN	 SUMMER JUL/AUG	 FALL SEP/OCT	 BUYER'S GUIDE NOV/DEC
FEATURES Boat Clubs Captain's Courses 2027 New Boat Models	FEATURES Boating Awards & Accolades Preparing for Resale	FEATURES Sustainable Boating Multi-Port Trips Boating Lifestyle Tips	FEATURES The Best Of... Fishing Tips Boat Loans	FEATURES Protecting Your Boat Back to School	FEATURES Product Guides Gift Lists New Boat Tech
DESTINATION Buffalo, NY	DESTINATION Manitoulin Island	DESTINATION St. Catharines, Ontario	DESTINATION Toledo, OH	DESTINATION Apostle Islands	DESTINATION N/A
SPACE RESERVATION 12/03/2026 AD MATERIALS DUE 12/10/2026 ISSUE RELEASE 01/05/2027	SPACE RESERVATION 02/08/2027 AD MATERIALS DUE 02/15/2027 ISSUE RELEASE 03/04/2027	SPACE RESERVATION 04/08/2027 AD MATERIALS DUE 04/15/2027 ISSUE RELEASE 05/06/2027	SPACE RESERVATION 06/07/2027 AD MATERIALS DUE 06/14/2027 ISSUE RELEASE 07/01/2027	SPACE RESERVATION 08/06/2027 AD MATERIALS DUE 08/13/2027 ISSUE RELEASE 09/01/2027	SPACE RESERVATION 10/12/2027 AD MATERIALS DUE 10/19/2027 ISSUE RELEASE 11/05/2027

★ PREMIUM RATES ★		
Front & Back Covers		\$8000
Front Cover		\$6000
Back Cover		\$4500
Inside Front Cover		\$4500
Inside Front Cover & Page 1		\$5000
Inside Back Cover	\$4000	Blow-In \$2500
Two-Page Spread	\$5000	
Custom ad sizes available upon request		

DISPLAY RATES (GUARANTEED FRONT HALF) 			
	1X	3X	6X
Full Page	\$3800	\$3400	\$3000
1/2 Page	\$2000	\$1800	\$1600
1/4 Page	\$1000	\$900	\$800
1/8 Page	Not Available in Display Section		

MARKETPLACE RATES 			
	1X	3X	6X
Full Page	\$3200	\$3000	\$2800
1/2 Page	\$1800	\$1600	\$1400
1/4 Page	\$900	\$800	\$700
1/8 Page	\$450	\$400	\$350

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
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NEED HELP DESIGNING YOUR AD?

Ad design and production assistance is available at reasonable rates. For questions about art and production, email design@scuttlebutt.com

AD SUBMISSION GUIDELINES

Print ready ads: Submit in PDF, TIF, or JPEG format, sized correctly at 300 dpi (100% size). Full-page ads should include bleed but no crop marks.

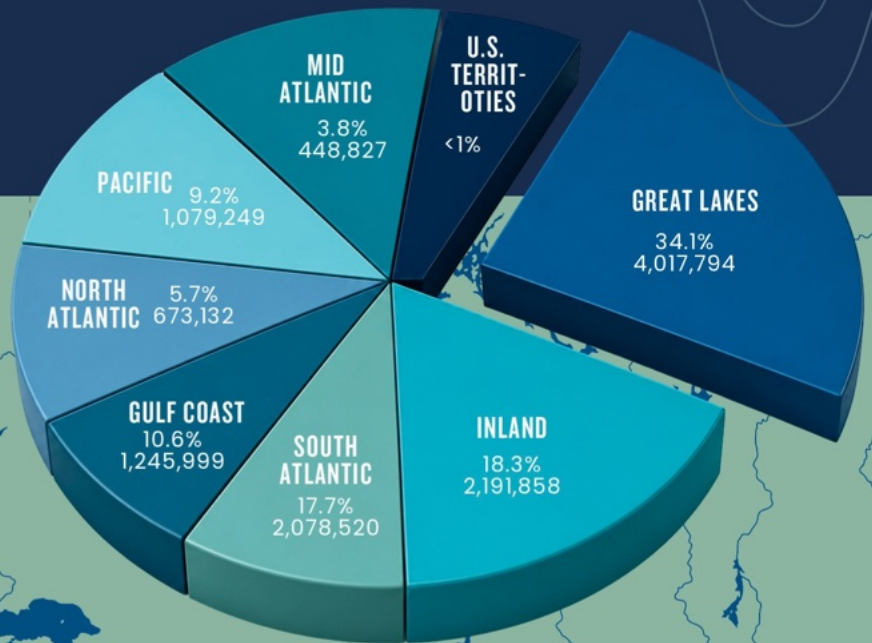
OUR COVERAGE AREA AND DISTRIBUTION



LOCATION LOCATIONS

LAKE MICHIGAN BOAT SHOWS

Chicago Boat Show, **Grand Rapids** Boat Show, **Green Bay** Boat Show, **Lake County** Boat Show, **Northwest Indiana** Boat Show, **Lansing** Boat Show, **Michiana** Boat Show, **Milwaukee** Boat Show, **Navy Pier** Marina Boat Show, **Windy City** Boat & Yacht Show



LAKE ONTARIO BOAT SHOWS

Toronto International Boat Show, **1000 Islands Spring** Boat Show

LAKE ERIE BOAT SHOWS

Catawba Island Boat Show, **Cleveland** Boat Show, **Detroit** Boat Show, **Fort Wayne** Boat Show, **Great Lakes Boating Festival (Grosse Pointe, MI)**, **Metro** Boat Show, **Novi** Boat Show

SPECIAL EDITORIAL OPPORTUNITIES

PREMIUM ARTICLE FOUR-PAGE FEATURE

A professionally written and designed four-page feature that blends your brand message with valuable content. Perfect for deeper storytelling and premium placement.

Starting at \$7,500

MAXIMUM VISIBILITY

BRAND SPOTLIGHT TWO-PAGE SPREAD

A professionally written and designed two-page feature that blends your brand message with valuable content. Perfect for product storytelling and engagement.

Starting at \$4,500

HIGH-IMPACT BRAND STORY

FEATURED DESTINATION TWO-PAGE SPREAD

A destination-focused editorial feature that places your brand within cruising routes, ports, and travel experiences. Perfect for reaching boaters actively planning where to go next.

Starting at \$3,500

BOATER PLANNING IMPACT

ASK THE EXPERT Q&A FEATURE

A Q&A editorial feature where your company answers reader questions and shares expert insights. Perfect for positioning your brand as a trusted authority.

Starting at \$3,000

EXPERT POSITIONING

ADVERTORIAL FULL PAGE EDITORIAL

A professionally written and designed one-page editorial feature that blends your brand message with valuable content. Perfect for announcements and events.

Starting at \$2,000

ANNOUNCEMENTS

WHAT'S NEW PRODUCT SECTION

A fast-moving editorial spotlight showcasing your latest products, innovations, and updates. Perfect for staying visible with active buyers and industry followers.

Starting at \$500

BUYER-INTENT REACH

2027 SPECIAL EDITORIAL TOPICS CALENDAR

ISSUE	THEME	TOPIC 1	TOPIC 2	TOPIC 3	ASK THE EXPERT FOCUS
 WINTER JAN/FEB	LOOKING FORWARD	New Boat Models for 2027	Boat Shows	Boat Clubs	Captain's Courses
 SPRING MAR/APR	NEW & IMPROVED	Boating Award Roundup	Preparing for Resale	Boat Detailing	The Benefits of Working with a Local Boat Dealer
 LAUNCH MAY/JUN	LIVING THE LIFESTYLE	Multi-Port Trips around the Great Lakes	Living the Boating Lifestyle	How to Stay Healthy	Sustainable Boating
 SUMMER JUL/AUG	THE BEST OF BOATING	Best of Series		Fishing Tips	Boat Loans
 FALL SEP/OCT	BACK TO BASICS	Protecting Your Investment	Winterization	Learning Sailing	Back to School (Engineering, Building, Design & More)
 BUYER'S GUIDE NOV/DEC	PRODUCT BUYING GUIDE	Product & Gift Guides	3D Printing for Boaters & Sailors	Boat Technology	AI & Boating



POWERFUL CONTENT. PREMIUM PLACEMENT. PROVEN RESULTS.

Limited opportunities available each issue. Reserve your spot early to maximize impact.



*THEMES, TOPICS AND ASK THE EXPERTS ARE SUBJECT TO CHANGE.

SPECIAL DIGITAL DIGITAL REACH. MULTI-CHANNEL VISIBILITY. REAL ENGAGEMENT.



MOST POPULAR

DEDICATED EMAIL BLAST

A standalone email sent to our engaged boating audience for direct response and visibility.

NEWSLETTER BANNER AD

A high-visibility banner placed in our weekly newsletter to reach active subscribers.

EXPANDED DIGITAL REACH

A targeted social campaign boosting reach across our boating audience on social platforms.

WEBSITE BANNER AD

A rotating banner on high-traffic pages for consistent digital exposure.

NEWSLETTER SECTION

A featured editorial-style placement inside our newsletter for added brand presence.

SPONSORED SOCIAL POST

A branded post across our social channels to drive awareness and engagement.



THE DIGITAL ADVANTAGE

- ✓ Extends your print campaign across digital
- ✓ Increases frequency of brand exposure
- ✓ Reaches active boating audiences online
- ✓ Drives ongoing engagement beyond the page

ALWAYS INCLUDED DIGITAL OPPORTUNITIES



ROTATING 468X60 BANNER ON WEBSITE

Seen across high-traffic pages on our website.



PLACEMENT IN DIGITAL MAGAZINE

Included in our digital edition for extended readership reach.



SOCIAL MEDIA EXPOSURE

Shared across our social channels for added audience reach.



GIVEAWAY CAMPAIGN SUPPORT

Included in promotional campaigns to drive engagement and leads.

ASK ABOUT CUSTOM PACKAGES TO
AMPLIFY YOUR CAMPAIGN.

Contact your account
representative today to learn more.

CONTACT US:
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**Scuttlebutt
MAGAZINES**

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

SISTER COMPANY
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.**