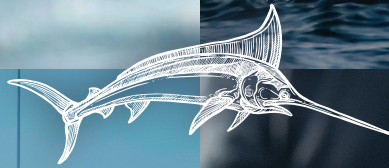


GULF COAST BOATING & FISHING

BOAT SOUTH



— M A G A Z I N E —

2024 MEDIA KIT

DESTIN | FT WALTON | PANAMA CITY | PENSACOLA | ORANGE BEACH

RATES*

AD SIZE	1X	5X
1/4	820	615
1/2	1,235	940
Full	1,850	1,395
Double Truck	3,070	2,320
Inside Cover	n/a	1,765
Back Cover	n/a	2,450

MECHANICS

Boat South Magazine is printed on high quality, bright white, coated paper.

CUSTOMER-SUPPLIED ADS

PDF files are preferred. Fonts should be embedded or outlined. Images should be CMYK and at least 300 dpi.

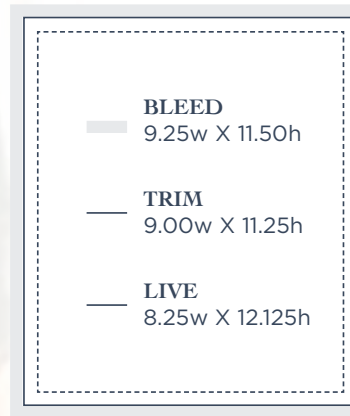
AD MATERIAL SUBMITTED FOR DESIGN

EPS or vector files are preferred for logos. All photographs should be high resolution .jpg or .tif files 300 dpi or higher.

EDITORIAL CALENDAR

ISSUE	DEADLINE
- Jan/Feb/March Boat Show	December 20 th
- April/May Spring/Memorial Day	March 18 th
- June/July Summer/Tournament	May 27 th
- Aug/Sept Summer/Labor Day Issue	July 22 nd
- Oct/Nov/Dec Fall/Holiday Rodeo Issue	Sept 20 th

AD SIZES



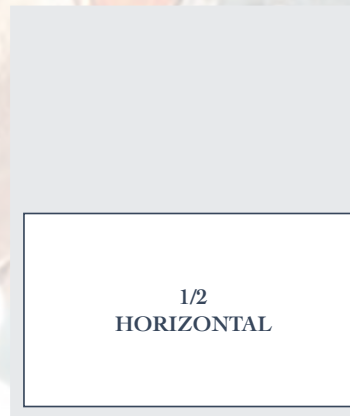
FULL PAGE

Keep vital information inside the live area. Other items should reach the bleed size



1/2 VERTICAL
 4.0w x 10.125h

1/4 ISLAND
 4.0w X 5.0h



1/2 HORIZONTAL
 8.25w x 5.0h



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