

community

noun

[comm-u-nity]

1. a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.

**Connecting Cruisers
Around the Globe**

**2024
MEDIA KIT**

LATITUDES & ATTITUDES IS A COMPANY OF

 KYLEMEDIA



**Latitudes &
Attitudes®**

#1 CRUISING LIFESTYLE MAGAZINE ON THE PLANET



TOP SELLING PUBLICATION ON MARINE NEWSSTANDS!

who we are

Latitudes & Attitudes® is the #1-selling cruising lifestyle print magazine on the planet, committed to reaching cruising boaters wherever they are – on newsstands, in mailboxes, online, and on the water! With over 50K readers of our print version and over 30K more getting their boating fix on our digital platforms, it's no wonder we're so popular.

We feel that popularity is well earned. When lifelong sailor Bob Bitchin created the magazine in 1997, he designed it to be an engaging and fun creative outlet for boaters looking to break free from the drudgery of daily life, find adventure, and celebrate the community and its accomplishments. Under new ownership, *Latitudes and Attitudes* is proud to continue into its 25th year and beyond.

Latitudes & Attitudes is part of the Kyle Media umbrella giving you access to so much more.

The Scuttlebutt App – A networking app for the boating community with more than 10,000 users



Marine Marketing Solutions – The Leading digital marketing and advertising agency for the marine industry accessing thousands of active boaters.

Great Lakes Scuttlebutt – the leading boating publication for Great Lakes boaters reaching more than 50,000 boaters per issue.



Affiliate Merchant Network
(A subsidiary of *Latitudes & Attitudes*)

Access our network of affiliates/influencers and merchants.



Latitudes & Attitudes has helped me connect with my customer on so many different levels through their popular lifestyle cruising magazine as well as their very active and effective social media and digital platforms. Lats & Atts is one of the best values for your advertising dollar in the marketplace. Ian Pedersen, The Moorings

reaching boaters wherever they are

In your mailbox or on to go...

Let's face it, people (boaters are people, too!) are looking for content and entertainment everywhere. And while everyone may have a favorite magazine to hold and read at their leisure, we all spend a lot of time on our favorite websites, reading emails, and even listening to music while doing all the above. We're there with them. What about you?

- Largest page count in the industry
- Ad content never exceeds 40%
- Event sponsorships
- Published 6 times a year

our readers

- Men: 87% /
Women: 13%

Net Worth:

- \$500K-\$1M: 21%
- \$2M-\$5M: 18%
- \$5M +: 6%

Employment:

- Professional/
Self-employed: 28%
- Employed: 27%
- Retired: 45%

Boat Size:

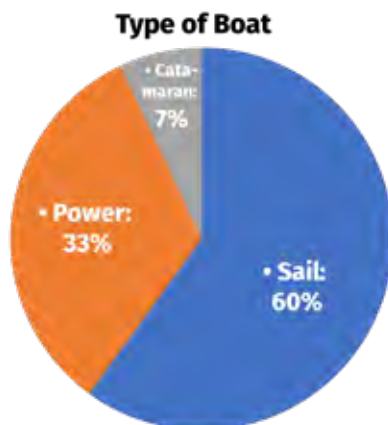
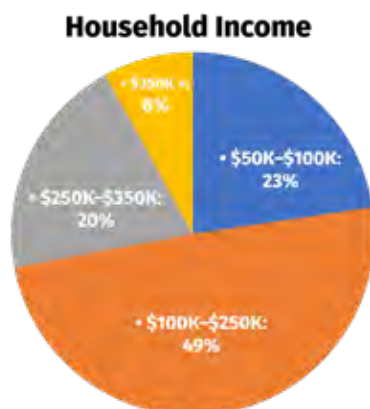
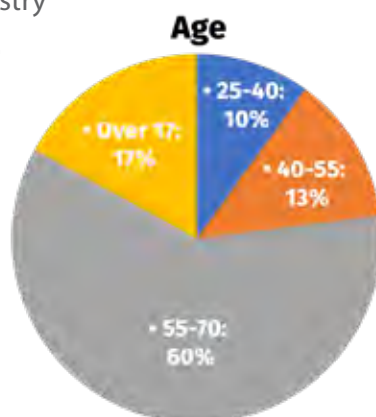
- 25' or under: 20%
- 26'-35': 28%
- 36'-50': 38%
- 51' +: 14%

Own a Boat:

- Yes: 82%

Plan to Buy a Boat in Next Year:

- Yes: 7%



OVER
50K
READERS

distribution:

- subscribers
- newsstands
- new boat owners
- boat show distribution
- online/digital
- social/email
- three sheets podcast

featuring:

- influencer content
- user generated content
- destinations

ad rates & sizes

Color included in all prices

PREMIUM POSITIONING / PER ISSUE

	1x	3x	6x
Two Page Spread	\$4,000	\$3,600	\$3,200
Full Page (bleed)	\$3,000	\$2,500	\$2,100

DISPLAY RATES / PER ISSUE

	1x	3x	6x
Full Page (bleed)	\$2,600	\$2,300	\$2,000
Half Page	\$1,800	\$1,600	\$1,400
Third Page (vertical)	\$1,500	\$1,300	\$1,100
Quarter Page	\$1,100	\$900	\$750

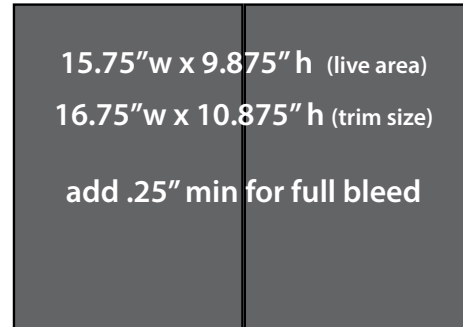
BOSUN'S BAG RATES / PER ISSUE

Quarter Page	\$600
Eight Page	\$350

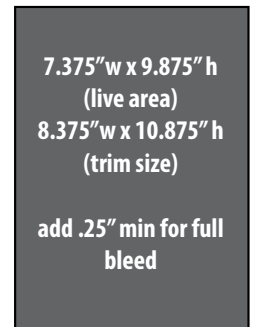
BROKERAGE RATES / PER ISSUE

	1x	3x	6x
Two Page Spread	\$2,800	\$2,400	\$2,200
Full Page	\$1,800	\$1,500	\$1,200
Half Page	\$900	\$750	\$700

PREMIUM SIZES

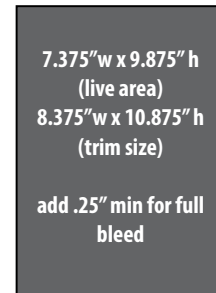


Two Page Spread (bleed)
16.75" w x 10.875" h



Full Page (bleed)
8.375" w x 10.875" h

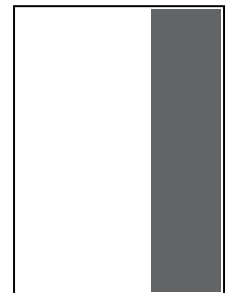
DISPLAY & BOSUN'S BAG SIZES



Full Page (bleed)
8.375" w x 10.875" h



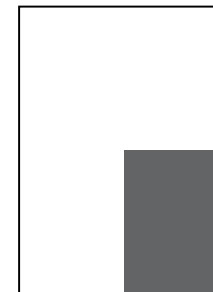
Half Page Vertical
3.55" w x 9.875" h



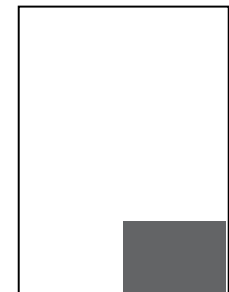
Third Page Vertical
2.30" w x 9.875" h



Half Page Horizontal
7.375" w x 4.812" h



Quarter Page
3.55" w x 4.812" h



Eight Page
3.55" w x 2.25" h



AD SUBMISSION GUIDELINES:

Print Ready Ads: Ads must be in PDF, TIF, or JPEG format, sized correctly and 300 dpi at 100% size. Send full page with bleed, but *without cropmarks*. Submit to design@kylemediainc.com.

#45

JANUARY/FEBRUARY

SPACE DEADLINE: 11/1/23

AD MATERIAL: 11/8/23

On Newsstands: 1/2/2024



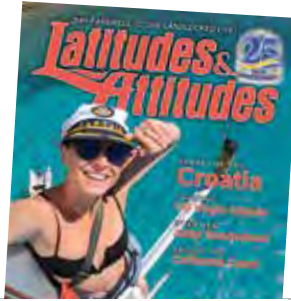
#46

MARCH/APRIL

SPACE DEADLINE: 1/5/24

AD MATERIAL: 1/12/24

On Newsstands: 2/27/2024



#47

MAY/JUNE

SPACE DEADLINE: 3/5/24

AD MATERIAL: 3/12/24

On Newsstands: 6/25/2024



2024 PUBLISHING DATES & DEADLINES

#48

JULY/AUGUST

SPACE DEADLINE: 5/3/24

AD MATERIAL: 5/10/24

On Newsstands: 6/25/2024



#49

SEPTEMBER/OCTOBER

SPACE DEADLINE: 7/3/24

AD MATERIAL: 7/10/24

On Newsstands: 8/27/2024



#50

NOVEMBER/DECEMBER

SPACE DEADLINE: 9/2/24

AD MATERIAL: 9/9/24

On Newsstands: 10/29/2024



social media



+14K



+4K



Follow us on
YouTube @latsatts

emails/newsletters

27,000+ confirmed email list

Dedicated e-mails &
e-Newsletter Promotions

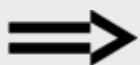
- Reaching more than 27,000 boaters
 - Over a 40% open rate
- Newsletter banner 500x250 \$300/month
 - Dedicated email \$2,000

FOLLOW OUR PODCAST

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Scan
and
follow
today



July 14, 2023 | #125



Our bi-weekly newsletter is now called
The Insider!

Why? Because all the info you need to start living
the dream is found inside the pages of your
favorite cruising lifestyle magazine and
online at [www.LatsAtts.com!](http://www.LatsAtts.com)

Make sure YOU'RE inside to get all the latest updates,
offers, special announcements and more!

If you're not a print or digital subscriber, get with it!

Elevate your popularity and share
this newsletter with your friends!

Subscribe **HERE!**



ARTICLE
OF THE
BI-WEEK

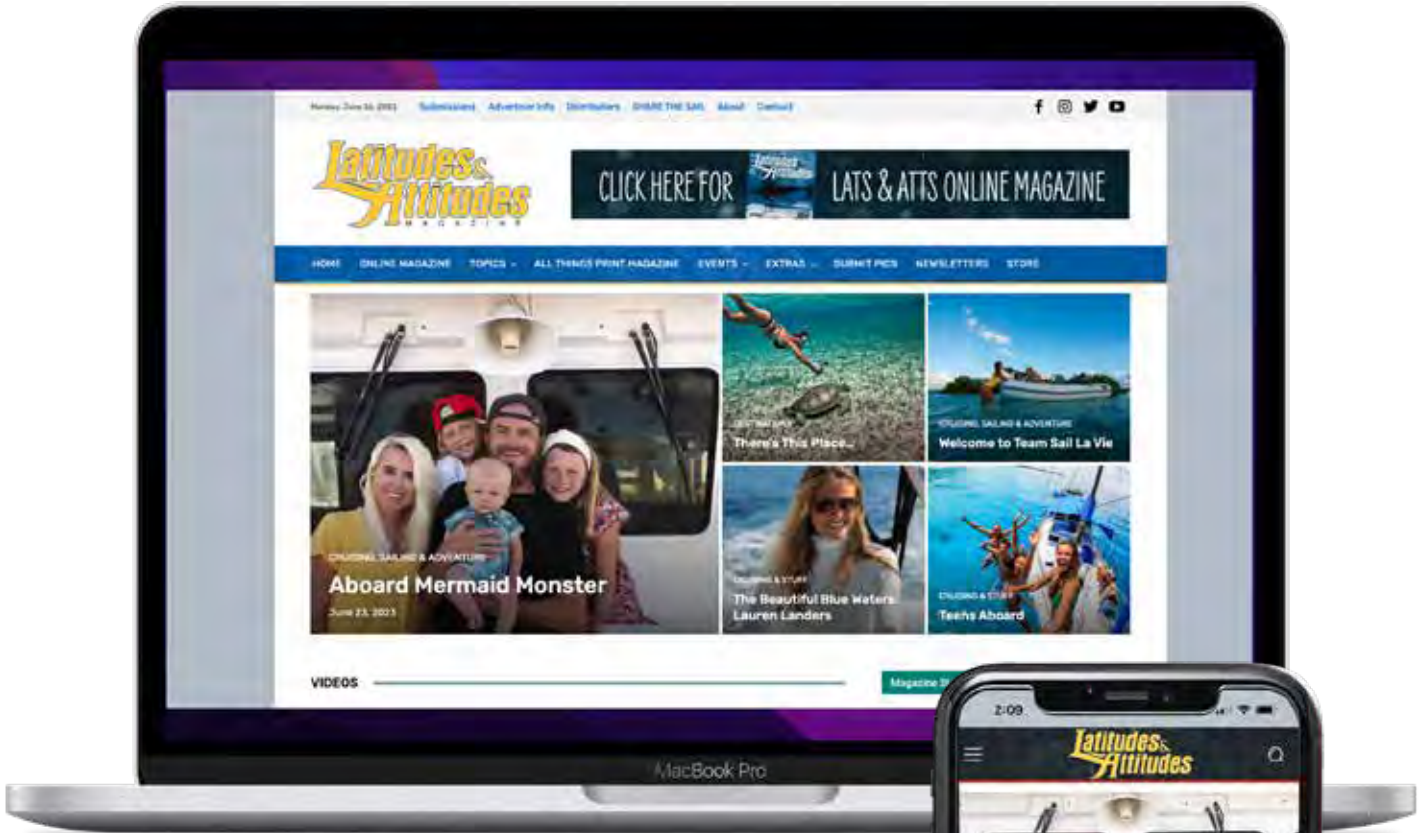


CRUISER(S)
OF THE
TWICE-A-MONTH



latsatts.com

60,000 unique users, more than 110,000 sessions, with an average session duration of 4 mins 6 secs – twice the national average for publishers!



web banners

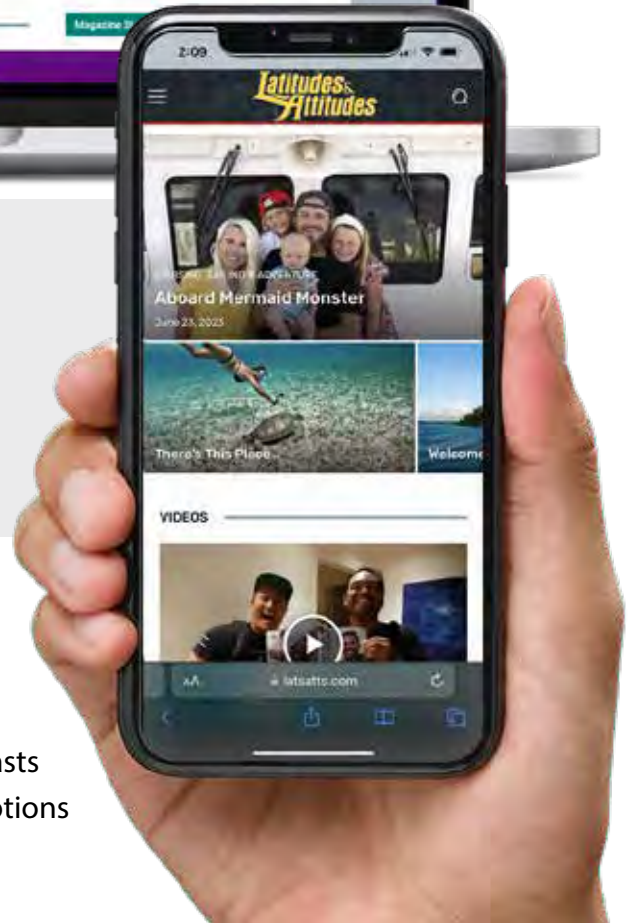
Purchase a web banner or tile ad:

1. Premium Top Right
300w x 250h pxl
– \$500/mo
2. Right Hand Column
300w x 150h pxl
– \$300/mo

digital/print bundles

Take advantage of integrated packages:

- Print advertising
- Banner advertising
- e-Newsletter Featured promotions
- Dedicated email blasts
- Social Media promotions
- Video promotions



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To provide an effective meeting place for marine businesses to connect to boaters using the most productive combination of print and digital platforms.