



marinalife
marketing & advertising

Increase your exposure with Marinalife

WEB

Marinalife.com reaches over 500,000 unique visitors annually and offers important tools and resources that keep our audience engaged for an average of **5 pages** per visit.

PRINT

Marinalife Magazine reaches active boaters boating on average **65.5 days per year**, looking for dockage, fuel, destinations, marine accessories, products and services.

EMAIL

Marinalife sends out a monthly eNewsletter and regional special offers to over **35,000 registered recipients**. Your business's promotion gets immediate attention and direct results.

PERSONAL

Our unique concierge desk is ready to give detailed information and recommendations by phone and email.



Make your ad dollars count!



marinalife
magazine

Marinalife is dedicated to the cruising lifestyle of active boaters. Our quarterly published magazine reaches over 60,000 active boaters per issue and is distributed at some of the top boat shows including Annapolis, Ft. Lauderdale, Miami, St. Petersburg, Palm Beach, Sarasota, and TrawlerFest. Marinalife Magazine has a 2.1 pass along rate per issue and is used as a reference guide for destination spotlights, travel recommendations and marine related discounts and offers. Featuring your business in Marinalife Magazine will increase your exposure dramatically and put your business in the spotlight.

Deadlines 2015/16

Winter: December 1
Spring: March 1
Summer: June 1
Fall: September 1

Contact Marinalife

410-752-0505
sales@marinalife.com

marinalife

1414 Key Highway, 3rd Floor
Baltimore, MD 21230

marinalife® advertising rates

Essential Plan - Online Marketing Package

Includes:

- ▶ Feature listing with personal portal to post your info, photos, specials & events.
- ▶ Banner ad linked to your website.
- ▶ eNewsletter promotions emailed to over 35,000 registered recipients.
- ▶ Email alerts for special promotions.
- ▶ Featured site placement on Marinalife website.
- ▶ Direct referrals for dockage, fuel, services, & more.
- ▶ **BONUS** featured listing in the Service & Maintenance Locator.

12 months package \$99.99 per month, 6 month package \$149.99 per month

Enhanced Plans - Online + Print Marketing Packages

Budget:

- ▶ Includes all online marketing features above
- ▶ PLUS 1/8 page ad (4 insertions)

\$199.99
per month (12 month package)

\$239.99
per month (6 month package)

Complete:

- ▶ Includes all online marketing features above
- ▶ PLUS 1/4 page ad (4 insertions)
- ▶ 1 eNewsletter Promotion

\$299.99
per month (12 month package)

\$369.99
per month (6 month package)

Premium:

- ▶ Includes all online marketing features above
- ▶ PLUS 1/2 page ad (4 insertions)
- ▶ **BONUS** small web banner (300 x 150 pixels)
- ▶ **BONUS** 2 eNewsletter Promotions

\$399.99
per month (12 month package)

\$489.99
per month (6 month package)

Platinum:

- ▶ Includes all online marketing features above
- ▶ PLUS full page ad (4 insertions)
- ▶ **BONUS** large web banner (300 x 250 pixels)
- ▶ **BONUS** 3 eNewsletter Promotions
- ▶ **BONUS** customized email campaign
- ▶ **BONUS** editorial content

\$599.99
per month (12 month package)

\$719.99
per month (6 month package)

"We advertise with Marinalife because it works! We get measured results in revenue and personal attention to our marketing needs. They are always striving to improve and expand our reach to active boaters. It has been a valuable partnership for many years,"

-Ben Cashen Dockmaster, Wayfarer Marine, ME