

PROGRESSIVE
MIAMI
INTERNATIONAL
BOAT SHOW
& STRICTLY SAIL



The Progressive® Insurance Miami International Boat Show and Strictly Sail® is the most comprehensive, talked about show in the recreational boating industry. It's Florida's largest annual event, and the nation's premier consumer boating exhibition, featuring three stunning sites and filling more than 2.5 million square feet of exhibit space with nearly every product and service from every marine market segment. Above all, the five-day show is an unbeatable sales event. Nowhere else will you find as many serious buyers, looking for the latest and greatest in boating.

Produced by NMMA (National Marine Manufacturers Association) the show is supported by a strategic mix of broadcast, print, Internet, e-mail, social media and public relations that drives qualified traffic through the gate. Last year's show drew over 100,000 people from all 50 states and more than 80 countries.



Progressive® Insurance Miami International Boat Show & Strictly Sail®

Miami Beach Convention Center, Sea Isle Marina &
Yachting Center and Miamarina at Bayside
February 12 – 16, 2015



official show guide rate card



THE publication

Every visitor and exhibitor at the show will receive a copy of the Official Show Guide. The publication is a high spec, UV gloss cover, perfect-bound magazine with great investment in editorial and content. Its purpose is to educate and inspire the boat-buying public about new models and marine gear that will be available in 2014, as well as promote related products and service of interest to our readers.

What is unique about our audience?

Our audience is highly qualified — they are in the market to buy a boat. In fact, 55% of respondents to our last visitor survey indicated "I plan on buying a new boat soon". That translates to more than 68,750 new boat buyers! The Official Show Guide is the only platform that lets you engage this audience and influence their buying decisions.

How to influence buyers?

In addition to traditional advertising and sponsorship opportunities, TRMG offers the option to show case new products in an editorial format (See examples below). Buyers who attend our events want to investigate the pros and cons of different watercraft and products. These editorial features are the best way to educate our buyers about the unique benefits of your product at the best time to make a sale — when they are making a purchase decision.

- A highly targeted audience of qualified buyers
- Reaches decision makers when they are engaged and motivated to buy
- Format enables you to educate and inspire buyers



CONTACT

There are numerous other editorial and promotional opportunities
Call **Alisdair Martin 847 441 4122**
Email **alisdair@trmgllp.com**

AUDIENCE PROFILE

- 73% own a boat
- 55% plan to purchase a boat soon
- 14% are aged 25 – 34;
32% are aged 35 – 49;
34% are aged 50 – 64
- 70% travel more than 25 miles to attend the Show; of those, 49% travel more than 100 miles
- 70% have a household income of \$75,000 or more

ADVERTISING RATES

Full Page
\$6,000

Half Page
\$3,200

Quarter Page
\$1,850

Double Page
\$11,000

WEBSITE BANNER
(728 x 90 AND / OR 300 x 250):
813,700 IMPRESSIONS
\$7,500

NEWSLETTER BANNER
(300 x 250 AND / OR 468 x 60):
49,300 IMPRESSIONS
\$5,000

OTHER ITEMS

A-Z Sponsorship, Floorplan Sponsorship, Front Cover and Inserts are available on request

2013 SHOW GUIDE
<http://viewer.zmags.com/publication/1ee180a8>