



# *Latitudes & Attitudes*<sup>®</sup>

## 2026 MEDIA KIT

LATITUDES & ATTITUDES IS A COMPANY OF

  
KYLEMEDIA





TOP SELLING MARINE PUBLICATION ON NEWSSTANDS!



#1  
CRUISING  
LIFESTYLE  
MAGAZINE  
ON THE PLANET

## who we are

*Latitudes & Attitudes* is the #1 bestselling print magazine dedicated entirely to the cruising lifestyle. Since 1997, we've served as the ultimate resource of inspiration, education, entertainment, and community for cruisers who live life on their own terms.

Available by subscription, on newsstands, online, and even out on the water, *Latitudes & Attitudes* reaches boaters wherever they are. With over **100,000 loyal print and digital readers**, we're proud to be the most widely read and best-loved marine lifestyle publication on the market.

What started as a bold idea to celebrate the spirit of cruising has become a thriving platform for those seeking freedom, adventure, and connection. Now in our 29th year, we're not slowing down—we're expanding our reach and doubling down on our mission to support and grow the cruising community worldwide.

OVER  
**100K**  
READERS

## distribution:

### • subscribers

ALL *Sailing Magazine* and *Ocean Navigator Magazine* subscribers are now part of the *Lats & Att's* CommUNITY!

Your marketing reaches and even BIGGER audience than ever before!

- newsstands
- new boat owners
- boat show distribution
- online/digital
- social/email
- Three Sheets Podcast

## featuring:

- influencer content
- reader content
- destinations
- tips/diy
- lifestyles

# reaching cruisers wherever they are

## In mailboxes or on the go...

Let's face it, people—boaters included—are always looking for engaging content and entertainment. While most have a "comfort" magazine they'll reach for in a waiting room or at the beach, a significant amount of time is spent browsing websites, checking emails, and social media scrolling. We're right there with them, and you should be too.

- Largest page count in the industry
- Ad content never exceeds 40%
- Event sponsorships
- Six issues per 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%

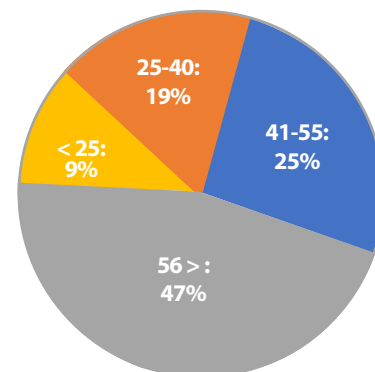
### Own a Boat:

- Yes: 82%

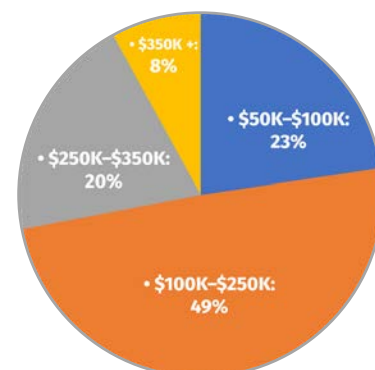
### Plan to Buy a Boat in Next Year:

- Yes: 7%

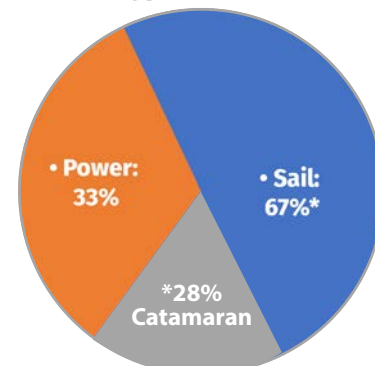
### Age



### Household Income



### Type of Boat



# ad rates & sizes

Color included in all prices

## PREMIUM POSITIONING / PER ISSUE

	1x	3x	6x
Inside Front Cover	\$3,000	\$2,700	\$2,500
Inside Back Cover	\$3,000	\$2,700	\$2,500
Back Cover	\$3,500	\$3,200	\$3,000
Two Page Spread	\$4,000	\$3,600	\$3,200
IFC + 1	\$5,000	\$4,500	\$4,000

## DISPLAY RATES / PER ISSUE

	1x	3x	6x
Full Page w/Bleed	\$2,800	\$2,500	\$2,200
Half Page	\$1,800	\$1,600	\$1,400
Quarter Page	\$1,100	\$900	\$750

## BOSUN'S BAG RATES / PER ISSUE

Quarter Page	\$600
Eighth Page	\$350

## CHARTER/BROKERAGE RATES / PER ISSUE

	1x	3x	6x
Two Page Spread	\$2,800	\$2,400	\$2,200
Full Page	\$2,000	\$1,700	\$1,500
Half Page	\$1,200	\$1,050	\$900
Quarter Page	\$800	\$700	\$600

### AD SUBMISSION GUIDELINES:

**Print Ready Ads:** Ads must be in PDF, TIF or JPEG format, \*CMYK and at least 300 dpi. Full page ads/spreads that contain bleed, please submit **with no cropmarks**. Send your design to [design@kylemediainc.com](mailto:design@kylemediainc.com).

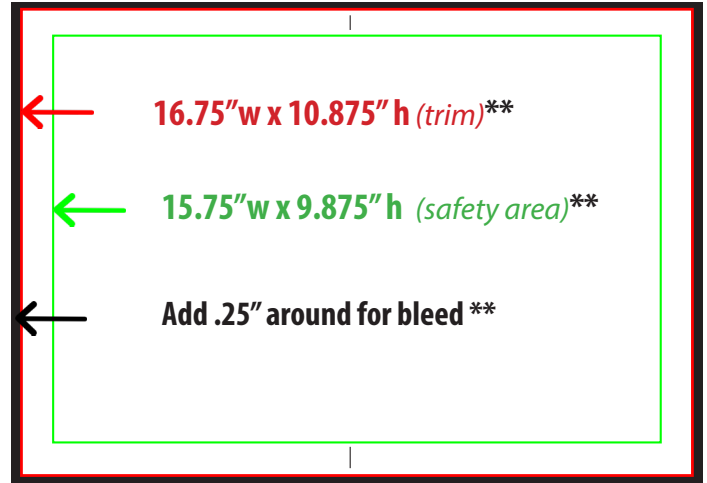
\*During the conversion process, colors that fall outside the CMYK gamut may need to be adjusted to fit within it, which can result in slight color changes.

**\*\* Ads With Bleed:** Build your document at the "Trim" size then and add 0.25" for bleed. Be sure to keep all important ad copy info within the "Safety Area." Only images & background colors should extend beyond the trim & bleed.

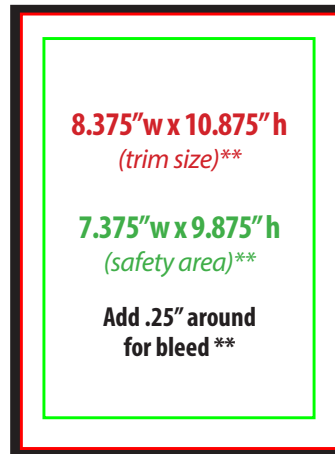
If building your ad in In-Design export as PDF, selecting under "Marks & Bleeds" section "Use Document Bleeds Settings."

**Ads With No Bleed:** Build your document at the "Trim" size and be sure to keep all important ad copy info within the "Safety Area." Only images & background colors should extend beyond to the trim.

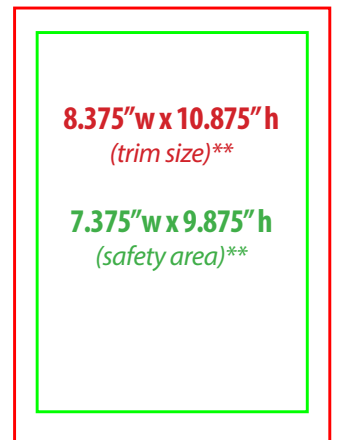
## PREMIUM / DISPLAY / CHARTER / BROKERAGE AD SIZES



TWO PAGE SPREAD (w/bleed)  
16.75"w x 10.875" h

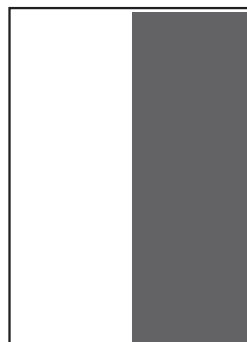


FULL PAGE (w/bleed)  
8.375"w x 10.875" h



FULL PAGE (NO bleed)  
8.375"w x 10.875" h

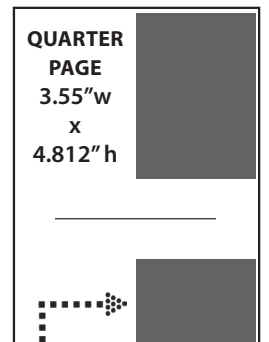
## DISPLAY / CHARTER / BROKERAGE / BOSUN'S BAG AD SIZES



HALF PAGE VERTICAL  
3.55"w x 9.875" h



HALF PAGE HORIZONTAL  
7.375"w x 4.812" h



EIGHT PAGE  
3.55"w x 2.25" h



# #57

## JANUARY/FEBRUARY

ISSUE IS AVAILABLE: 12/31/25

EDITORIAL FEATURE  
ECO-CRUIING

AD SPACE RESERVATION: 11/4/2025

AD MATERIALS DUE: 11/11/2025

#45 Jan/Feb 24



# #58

## MARCH/APRIL

ISSUE IS AVAILABLE: 2/28/26

EDITORIAL FEATURE  
HURRICANE PREPAREDNESS

AD SPACE RESERVATION: 1/8/2026

AD MATERIALS DUE: 1/15/2026

#46 Mar/Apr 24



# #59

## MAY/JUNE

ISSUE IS AVAILABLE: 4/30/26

EDITORIAL FEATURE  
ANNUAL CHARTER ISSUE

AD SPACE RESERVATION: 3/6/2026

AD MATERIALS DUE: 3/13/2026

#47 May/Jun 24



# PUBLISHING 2026 SCHEDULE

# #60

## JULY/AUGUST

ISSUE IS AVAILABLE: 6/30/26

EDITORIAL FEATURE  
OCEAN CROSSING PREP

AD SPACE RESERVATION: 5/8/2026

AD MATERIALS DUE: 5/15/2026

#48 Jul/Aug 24



# #61

## SEPTEMBER/OCTOBER

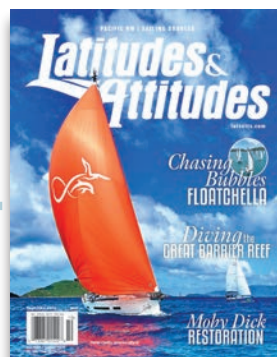
ISSUE IS AVAILABLE: 8/31/26

EDITORIAL FEATURE  
BOAT SHOW ISSUE

AD SPACE RESERVATION: 7/10/2026

AD MATERIALS DUE: 7/17/2026

#49 Sep/Oct 24



# #62

## NOVEMBER/DECEMBER

ISSUE IS AVAILABLE: 10/31/26

EDITORIAL FEATURE  
2027 NEW BOAT MODELS

AD SPACE RESERVATION: 9/8/2026

AD MATERIALS DUE: 9/15/2026

#50 Nov/Dec 24



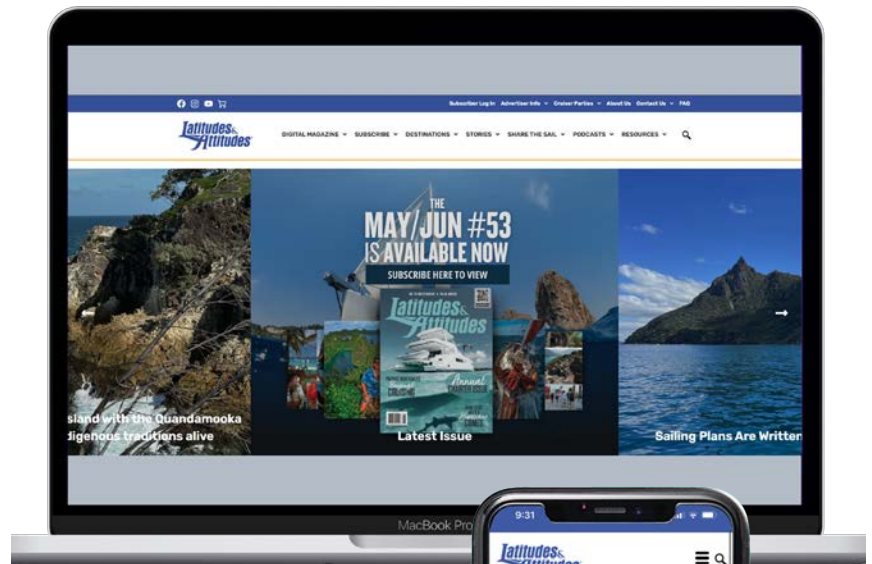
# emails/newsletters

40,000+ confirmed email list

## e-Newsletter Promotions

- Reaching more than 40,000 boaters
- Over a 40% open rate

The screenshot shows an email newsletter from 'THE Lattitudes & Attitudes INSIDER'. At the top is a banner with a sailboat on the water and the text 'THE Lattitudes & Attitudes INSIDER'. Below this are social media icons for Facebook, Instagram, and YouTube. The date 'March 13, 2025 | #152' is displayed. The main content area features a large image of a sailboat on the water with the text 'THE MAR/APR #52 IS AVAILABLE NOW' and 'SUBSCRIBE HERE TO VIEW'. Below this is a section titled 'FEATURED STORIES' with three articles: 'GRENADA' (with a photo of a harbor), 'SAILING SEA PEARL: A Journey Over the Horizon' (with a photo of a sailboat), and 'ALL IT TOOK WAS AN IDEA' (with a photo of a sunset). Each article has a 'READ MORE' button.



## 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!

Take advantage of our A la Carte digital elements such as:

- Website Banners
- Dedicated Email Blasts
- Sponsored Social Media Posts
- Weekly Newsletter Banners

Scan the code to view more about our A la Carte items



The banner has a teal background. At the top, it says 'follow us on social media' in white. Below this are three social media icons: Facebook, Instagram, and YouTube. Under the Facebook icon is '+14K', under the Instagram icon is '+5.8K', and under the YouTube icon is 'Follow us on YouTube @latsatts'.



# THREE SHEETS

PODCAST



Erik and David take listeners on informative and whimsical journeys, interviewing some of the most influential movers and shakers all over the world of cruising.

On-air sponsorship opportunities available. Contact us for details.

Listen to our podcast on:



Apple  
Podcasts



iTunes



YouTube



## what people are saying



*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*



*Advertising in Latitudes & Attitudes Magazine has been an incredible journey for Kanberra. The magazine's loyal and engaged readership has provided the perfect platform to showcase our products to a community that values clean, healthy living—both on land and at sea. We've seen a strong response from readers who share our passion for quality and innovation, and the partnership has truly helped elevate our brand within the boating lifestyle space.*

*- Susan O'Shei, Kanberra Gel*



*Besides the fact they paid us to say this, Lats & Atts has been a great partner for us.*

*From creating connections and creative ideas that support our brand, to being easy to work with and accessible, we have been proud to partner with this long-standing magazine.*

*Not to mention the click through rate is legit! Also David is a bad mofo (also paid).*

*- Heather Lane, Phiber Systems*



# Latitudes & Attitudes®

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SCUTTLEBUTT MAGAZINES, LLC

Southeast Scuttlebutt Gulf Coast Scuttlebutt

**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.

