

## DISTRIBUTION & READERSHIP

### **DISTRIBUTION**

More than 160,000 copies are distributed annually to marine centers, yacht clubs, sailing associations, marinas, retail outlets, major regattas and sailboat shows – including Strictly Sail in St. Petersburg and The Miami Boat Show.

Each issue is complimentary. The following is a breakdown of the current distribution:

- 122 Marinas & Harbors
- 126 Sailing Associations & Yacht Clubs
- 207 Retail Centers & Marine Businesses
- 58 Brokers, Book Stores & Restaurants
- Bonus Distribution – Extra Copies Distributed at The Miami & St. Pete Bow Shows

### **READERSHIP**

*SOUTHWINDS Magazine* also has an ever-growing subscription base, reaching almost every state in the Union. Many subscribers who spend their winters sailing the southern waters want to continue reading *SOUTHWINDS* on returning to their homes outside the Southeastern US.

### **SOUTHWINDS MAGAZINE ... Widely Expands Readership on the Internet**

The entire issue of *SOUTHWINDS Magazine*, with all ads and editorial content, is available on our website, [southwindsmagazine.com](http://southwindsmagazine.com), in PDF format.

[www.southwindsmagazine.com](http://www.southwindsmagazine.com)

[editor@southwindsmagazine.com](mailto:editor@southwindsmagazine.com)

Southwinds Media, Inc.  
PO Box 1175  
Holmes Beach, Florida 34218-1175  
(941) 795-8704  
Toll Free (877) 372-7245

Southeast Coast: Carolinas & Georgia  
East Florida Coast – Southeast Florida – Florida Keys  
West Florida Coast & Inland Lakes  
Northern Gulf Coast: Florida Panhandle, Alabama,  
Mississippi, Louisiana, Texas