

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, in PDF format.

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