



PROGRESSIVE **MIAMI INTERNATIONAL BOAT SHOW** **Media Information 2017**

The Progressive® Insurance Miami International Boat Show & Strictly Sail Miami® show guide is the platform to communicate with and influence the visitors who attend this event. The show guide provides the visitor with a succinct, user-friendly tool to plan their time at the event and educate themselves about some of the products and services they are shopping for. The unique benefit of this media is that it is **non-interruptive**. Unlike most advertising media which gets in the way of consumers interests, this platform allows you to communicate with buyers while they are actively shopping for marine related products and services. You'll reach motivated shoppers at the best time to make a sale—when they are making buying decisions.

ONLINE DISTRIBUTION

These show guides are e-mailed out to a 100% opt-in database of over 267,500 consumers, and are posted on the show website and on all of our social media. Online readership exceeds 52,000 users and 2,500,000 page views, with an average read time of 4.5 minutes.

ONSITE DISTRIBUTION

A printed version of the show guide, which is included in the ticket cost, is also given to all visitors as they enter each event. We distributed over 55,000 at the 2016 show.

MARKETING YOUR PRODUCTS/SERVICES

There are various options available and all performs a slightly different objective:

- Video content
- Editorial features
- Traditional advertising space
- Listing upgrades

We also offer standard digital banner advertising on the show websites and pre-show email campaigns.

[Click here](#)
to view a
digital version of
a show guide

[Click here](#)
to view an
example of video
content on a
digital guide

Advertising Rates

- Cover positions
Available on request
- Double page editorial spread with video content
\$11,000
- Full page **\$6,000**
- Quarter page **\$1,000**
- Banner on show website:
Headline **\$5,000**
Standard **\$3,000**
- Banner on e-mail campaign
\$9,000
- A-Z entry upgrades
Add photo, logo & boxout
\$250
Add logo **\$100**

For further information please contact Alisdair on **847 868 1810** or alisdair@trmgllp.com

2017 Cheat Sheet

SHOW	SHOW GUIDE						WEBSITE			E-MAIL CAMPAIGN		
	Show Date	2016 Attendance	Print Distribution	Total Digital Visitors	Total Page Views	Full Page Ad Rate	Double Page with Video Rate	Website Annual Impressions	Headline Banner Rate	Standard Banner Rate	E-mail database*	Banner Rate
1 Chicago Boat, RV & Strictly Sail Show (SPRT)	Jan 11-15	47,359	27,500	18,629	709,980	\$3,100	\$6,000	157,323	\$5,000	\$3,000	302,774	\$3,000
2 Atlanta Boat Show (P)	Jan 12-15	25,167	12,000	7,514	267,510	\$1,750	\$3,100	79,727	\$3,000	\$1,750	135,130	\$1,750
3 Minneapolis Boat Show (P)	Jan 19-22	33,656	15,000	7,041	278,851	\$1,750	\$3,100	92,154	\$3,000	\$1,750	121,820	\$1,750
4 Nashville Boat & Sportshow (SPRT)	Jan 19-22	15,339	8,000	3,689	106,148	\$1,750	\$3,100	43,878	\$3,000	\$1,750	33,048	\$1,750
5 Kansas City Boat & Sportshow (SPRT)	Jan 19-22	19,363	11,000	4,226	132,774	\$1,750	\$3,100	45,195	\$3,000	\$1,750	49,377	\$1,750
6 Louisville Boat, RV & Sportshow (SPRT)	Jan 25-29	35,070	20,000	7,397	220,483	\$1,750	\$3,100	73,275	\$3,000	\$1,750	69,825	\$1,750
7 New York Boat Show (P)	Jan 25-29	35,757	22,000	10,640	400,928	\$3,100	\$6,000	151,946	\$5,000	\$3,000	220,398	\$3,000
8 Baltimore Boat Show (P)	Jan 26-29	12,664	7,500	4,176	127,763	\$1,750	\$3,100	54,301	\$3,000	\$1,750	77,709	\$1,750
9 St Louis Boat & Sportshow (SPRT)	Jan 26-29	21,909	12,500	6,133	182,058	\$1,750	\$3,100	64,323	\$3,000	\$1,750	45,030	\$1,750
10 New England Boat Show (P)	Feb 11-19	51,576	23,000	15,034	542,326	\$3,100	\$6,000	170,026	\$15,000	\$11,000	107,041	\$3,000
11 Miami International Boat Show (P) & Strictly Sail (S)	Feb 16-20	100,279	55,000	52,197	2,511,868	\$6,000	\$11,000	513,103	\$5,000	\$3,000	446,161	\$9,000
12 Strictly Sail Miami (S)	Feb 16-20	18,243	9,000	3,778	104,401	\$1,750	\$3,100	40,848	\$3,000	\$1,750	-	\$1,750
13 Atlantic City Boat Show (P)	Mar 1-5	35,225	18,500	8,708	313,450	\$1,750	\$3,100	128,464	\$3,000	\$1,750	164,749	\$1,750
14 Northwest Sportshow (SPRT)	Mar 23-26	32,096	18,000	8,724	294,125	\$1,750	\$3,100	91,220	\$3,000	\$1,750	50,950	\$1,750
15 Tampa Boat Show (P)	Sept	20,836	10,000	TBC	TBC	\$1,750	\$3,100	TBA	\$3,000	\$1,750	TBA	\$1,750
16 Norwalk Boat Show (P)	Sept	14,839	10,000	TBC	TBC	\$1,750	\$3,100	TBA	\$3,000	\$1,750	TBA	\$1,750