

PROGRESSIVE® INSURANCE  
**MIAMI**  
INTERNATIONAL BOAT SHOW®

AND  
PROGRESSIVE® INSURANCE  
**STRICTLY SAIL**  
**MIAMI**®

FEBRUARY 16 – 20, 2012



MIAMI BEACH CONVENTION CENTER  
SEA ISLE MARINA & YACHTING CENTER  
STRICTLY SAIL AT MIAMARINA

The Progressive® Insurance Miami International Boat Show® and Progressive® Insurance Strictly Sail Miami® 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 5-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 90,000 people from all 50 states and more than 80 countries.



FOR MORE INFORMATION VISIT  
[WWW.MIAMIBOATSHOW.COM](http://WWW.MIAMIBOATSHOW.COM)

## advertising rates:

### FULL PAGE

\$6,000

### HALF PAGE

\$3,200

### QUARTER PAGE

\$1,850

### DOUBLE PAGE

\$11,000

### INSIDE FRONT COVER DPS

\$16,500

### INSIDE BACK COVER

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### OUTSIDE BACK COVER GATEFOLD

\$17,500

## other items:

### A-Z SPONSORSHIP

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### INSERTS

\$80 per 1,000

# PROGRESSIVE® INSURANCE MIAMI INTERNATIONAL BOAT SHOW® AND PROGRESSIVE® INSURANCE STRICTLY SAIL MIAMI®

Advertise in the **Official Show Guide**

### THE PRODUCT:

The Official Show Guide will be 8.25" by 10.75", from 64 to 200 pages with gloss covers and perfect bound (hard spine). This upgraded Show resource will include everything attendees need to know about the Show including:

- Seminar Schedules
- Floorplans
- Show Features & Attractions
- Quality editorial to help buyers decide how and where to spend their money

It's the only platform that lets you reach the audience on the Show floor. A free copy of the Official Show Guide will be available to attendees at the main entrances and in high traffic areas within each Show.

### THE CONCEPT:

The Official Show Guide is a valuable tool that enables attendees to plan their visit, navigate the Show easily and make the most of their time at the Show. With editorial content covering every segment of the industry, new product launches, previews and reviews, this is the industry's most comprehensive show guide.

The Official Show Guide is also an invaluable post-show resource which attendees keep and refer to after the show closes: on average, 45% of attendees keep the show guide for up to six months.

### ATTENDEE 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;



# contact

There are numerous other editorial and promotional opportunities

CALL **ALISDAIR MARTIN 847 441 4122**

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