



Celebrating Coastal Life

MEDIA KIT
GULF COAST
MARINER
MAGAZINE



Gulf Coast Mariner Magazine

LIVING, BREATHING, AND CELEBRATING ALL THINGS SALTWATER

GULF COAST MARINER was born on Galveston Bay and is a reflection of a community that lives, works and loves near the water.

Our publication's mission is to explore and celebrate the various passions and recreational activities that draw us to the marshes, bays and beaches of the Gulf of Mexico.

Nestled between Houston and Galveston, our location allows us to reach a huge population center and the third largest boating community in the nation.

OUR CONTENT



Fishing

In-depth articles and tips from Texas inshore fishing guides and billfish tournament champions.



Sailing

Interviews with leaders of the sport and coverage of local and national racing.



Boating

Exploring the best boats for our Shallow marshes, choppy bays and rough seas.



Surfing

Photos and content for Texas surfers, some of the most dedicated in the world.



Environment

Up-to-date stories on conservation, as well as the protection and nurturing of Galveston Bay, its water and wildlife.



Photography

Our features are complimented by world class photography. Fishing pictures from die-hard locals are run in each issue.



Lifestyle

Seafood and galley recipes, men and women's apparel, art and waterfront living.



Recreation

Kayaking, SUPs, diving, wind surfing, kite boarding, bird watching or anything that involves our estuaries and beaches.

ABOUT BAY AREA HOUSTON



GALVESTON BAY is the 7th largest estuary in the United States, located along the upper coast of Texas. It lies within the Houston-Sugar Land-Baytown metropolitan area, which is the fifth-largest metropolitan area in the U.S. and is home to major ports including the second-busiest port in the nation. It produces more seafood than any bay in the nation except the Chesapeake. The area is home to major hospitals and healthcare facilities, Johnson Space Center, Kemah Boardwalk and the nation's third largest boating community.



Why Advertise?

In addition to our print circulation, we reach thousands more with our digital content and online presence.

EMAIL DATABASE



GULF COAST MARINER MAGAZINE



CLICK HERE OR IMAGE ABOVE TO READ NOW

In This Issue:



GOING SKINNY

Small skills for Texas marshes and backwaters from Sabine Gulf, Hell's Bay and others...[Read more](#)



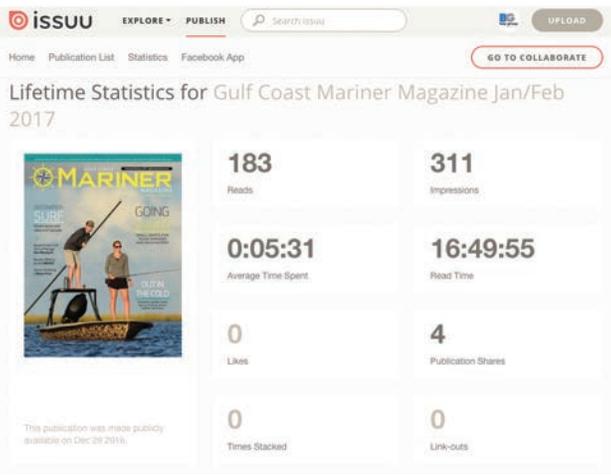
OUT IN THE COLD

By Capt. Steve Soule

Colder air, colder water, reduced number of prey species and a different range of comfort zones dictate the location and feeding patterns of redfish and trout during the cooler months...[Read more](#)

Every digital publication is sent out in a mass email to our thousands of reader contacts. E-blasts can be a powerful tool to augment your advertising campaign or alert customers to a current event or sale.

◀ Our digital publications come directly to our reader's inboxes.



▲ In just four days, our January 2017 issue already had close to 200 reads on Issuu.

DIGITAL PUBLICATIONS



Every issue of Gulf Coast Mariner is published on Issuu as a digital magazine, easily navigated on tablets or desktops. Readers see the same content as the print magazine and can click through to Advertisers' websites and videos.



SOCIAL MEDIA



Our social media (Facebook, Instagram, Twitter) allows us to instantly interact with readers, social media influencers and the community, both local and worldwide. Photography, videos and discussion reach thousands of boating, fishing and water recreation enthusiasts.

◀ Our January 2017 cover shot reached close to 13,000 people on Facebook in just four days! That doesn't include views and shares on Instagram or Twitter.



ONLINE PRESENCE WITH GULFCOASTMARINER.COM



Our website, GulfCoastMariner.com, sees heavy traffic from the East Coast, Texas, Florida, California and even other countries with strong boating and fishing communities. Our web ads send customers directly to your website.

BUILD YOUR BRAND AWARENESS

Our readers are YOUR customers:

281-474-5875 | art@baygroupmedia.com



GULF COAST
MARINER
 MAGAZINE

DIGITAL MARKETING PACKAGES

Get the word out! Build your brand and reach thousands of affluent customers by utilizing Gulf Coast Mariner Magazine's digital assets.

www.GulfCoastMariner.com



SERVICE	PRINT	DIGITAL	DIGITAL +	DIGITAL/PRINT
Print Ad High gloss, full color ad in Gulf Coast Mariner Magazine. Distribution of 10,000 and readership of over 60,000. Celebrating all things coastal life around Galveston Bay & Island.				
Digital Magazine Ad in digital edition of Gulf Coast Mariner Magazine reaches thousands more and is easily readable on all platforms. Embedded on website, shared via social media and Eblast.				
Eblast Reach out to our database of over 5,000 with email marketing. Database includes same affluent recipients and readers of Gulf Coast Mariner in the greater Houston and Galveston area.				
Website editorial Reach up to 10,000 more with an editorial placed on GulfCoastMariner.com. No limit on length, photos or link outs to your website. Google analytics provides insight on views.				
Social Media Post Targeted post on all of our social media accounts about your business, service or brand. Includes Facebook, Instagram and Twitter.				
Website Ad Reach up to 10,000 more views with a banner ad that clicks through to your website on GulfCoastMariner.com				
	Full page: \$1,250 1/2 page: \$695 1/4 page: \$495 (per issue)	\$295	\$595	Full page: \$1,650 1/2 page: \$1,095 1/4 page: \$895 (per issue)

FOR MORE INFORMATION ON EXPANDING YOUR BUSINESS:

281-474-5875 | ART@BAYGROUPMEDIA.COM

GULF COAST MARINER MAGAZINE

RATES PER MONTH	6x run	3x run	1x run
Full page	\$625	\$1,250	\$1,500
Half page	\$350	\$750	\$1,000
Third page	\$275	\$375	\$750
Quarter page	\$250	\$295	\$600
Sixth page	\$100	\$200	\$300
Business Card	\$75	\$100	\$125

Gulf Coast Mariner is printed bi-monthly and distributed weekly.

COVER PACKAGES AVAILABLE FOR \$7,500

This includes professional photography for the cover shots and centerspread. We will provide a professional writer for your article but you also have the option of using your own story (Limited to 1,000 words). Call or e-mail for pricing on two page spreads alone.

SPECIAL POSITIONING

\$150 monthly surcharge. Available on a reservation basis only. Non-cancelable. Non-commissionable.

CANCELLATION

Cancellations must be submitted in writing and received by the publisher 30 days before the print date. Cancellation of any portion voids all rate and position protection. Cancellation of a contract before contract has expired will include a \$500 surcharge.

SPECIFICATIONS AND REQUIREMENTS

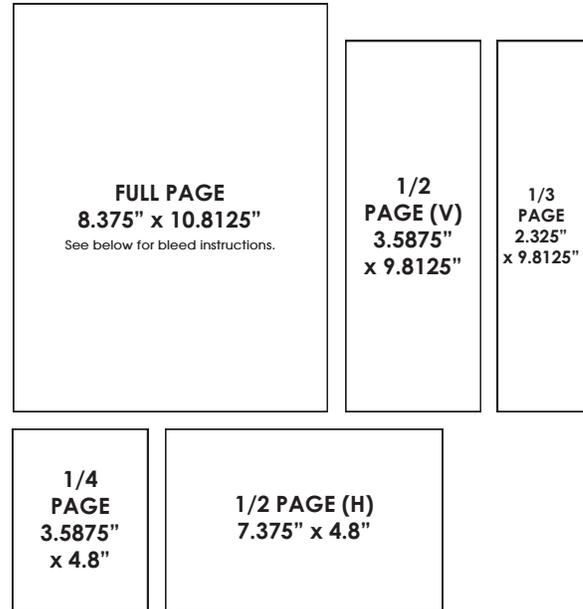
Gulf Coast Mariner is designed using the Adobe Creative Suite. We accept the following formats for camera ready ads:

- High Quality PDF, EPS and TIF files are preferred
- Files created in Publisher, Word or Powerpoint are not accepted

DESIGNING CAMERA READY ADVERTISEMENTS

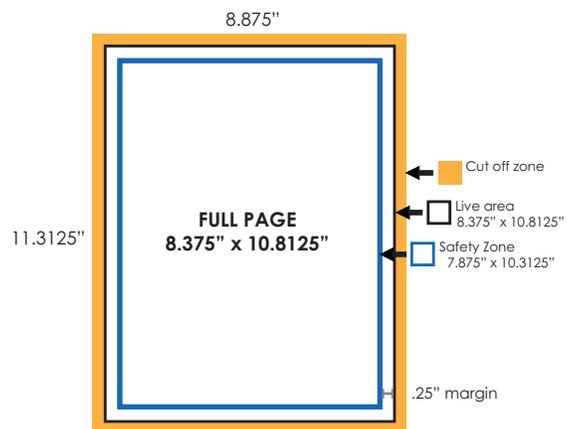
- Convert all exotic and unusual fonts to outlines
- Final file must be 300dpi
- Make certain your file is the correct size!
- Send artwork to art@baygroupmedia.com

ADVERTISEMENT DIMENSIONS



FULL PAGE ADS REQUIRE A 1/4" BLEED

Our magazine prints on high gloss 8.375" x 10.8125" paper. If you would like your advertisement to fill the entire page then we require a .25" bleed around all edges. We also ask that you keep all important text at least .25" away from the edge of the page or it may get lost in the binding.



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