



# Media Information 2018

The Progressive® Insurance New York Boat Show® show guide is **the** platform to communicate with and influence the visitors who attend this event. The show guide provides visitors 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

The show guides are e-mailed out to a 100% opt-in database and, in 2017, 116,000 emails were sent. They are also posted on the show website and on all

of our social media. Online readership exceeds 13,500 users and over 420,500 page-views, with an average read time of 2 minutes and 53 seconds.

## 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 16,600 at the 2017 show.

## MARKETING YOUR PRODUCTS & SERVICES

There are various options available to you and all perform 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 an example of video content in a digital guide



**Click here**  
to see the 2017 show guide



## Advertising Rates

**Double page editorial spread with video content**  
**\$6,000**

**Full page**  
**\$3,100**

**Quarter page**  
**\$1,000**

**Banner on show website**  
**Headline: \$5,000**  
**Standard: \$3,000**

**Banner on e-mail campaign**  
**\$3,000**

**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**

# 2018 Cheat Sheet

Show	Show Date	2017 Attendance	Show Guide					Website			E-mail Campaign	
			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	Total Emails Sent	Banner Rate
1 Progressive® Insurance Chicago Boat, RV & Strictly Sail Show® (SPRT)	Jan 10-14	46,931	27,500	15,234	521,098	\$3,100	\$6,000	208,945	\$5,000	\$3,000	303,986	\$3,000
2 Progressive® Insurance Minneapolis Boat Show® (P)	Jan 11-14	34,882	15,000	7,703	277,574	\$1,750	\$3,100	110,914	\$3,000	\$1,750	78,956	\$1,750
3 Progressive® Insurance Nashville Boat & Sportshow® (SPRT)	Jan 18-21	13,526	8,000	3,953	92,880	\$1,750	\$3,100	54,398	\$3,000	\$1,750	34,753	\$1,750
4 Progressive® Insurance Kansas City Boat & Sportshow® (SPRT)	Jan 18-21	18,881	11,000	3,833	114,050	\$1,750	\$3,100	53,149	\$3,000	\$1,750	45,500	\$1,750
5 Progressive® Insurance Atlanta Boat Show® (P)	Jan 18-21	23,362	12,000	7,242	245,255	\$1,750	\$3,100	92,048	\$3,000	\$1,750	129,950	\$1,750
6 Progressive® Insurance Louisville Boat, RV & Sportshow® (SPRT)	Jan 24-28	37,279	20,000	8,039	197,716	\$1,750	\$3,100	105,406	\$3,000	\$1,750	55,985	\$1,750
7 Progressive® Insurance New York Boat Show® (P)	Jan 24-28	43,271	22,000	13,512	420,596	\$3,100	\$6,000	110,914	\$5,000	\$3,000	116,078	\$3,000
8 Progressive® Insurance Baltimore Boat Show® (P)	Jan 25-28	13,601	7,500	5,020	146,253	\$1,750	\$3,100	70,649	\$3,000	\$1,750	51,968	\$1,750
9 Progressive® Insurance St. Louis Boat & Sportshow® (SPRT)	Feb 8-11	26,146	12,500	7,019	184,210	\$1,750	\$3,100	72,864	\$3,000	\$1,750	45,563	\$1,750
10 Progressive® Insurance New England Boat Show® (P)	Feb 10-18	43,000	23,000	11,932	389,045	\$3,100	\$6,000	178,328	\$5,000	\$3,000	70,135	\$3,000
11 Progressive® Insurance Miami International Boat Show® (P)	Feb 15-19	113,790	64,000	59,029	2,004,983	\$6,000	\$11,000	700,077	\$15,000	\$10,000	467,469	\$9,000
12 Progressive® Insurance Atlantic City Boat Show® (P)	Feb 28-Mar 4	38,164	18,500	9,483	266,687	\$1,750	\$3,100	148,326	\$3,000	\$1,750	131,833	\$1,750
13 Progressive® Insurance Northwest Sportshow® (SPRT)	Mar 22-25	31,270	18,000	9,051	291,992	\$1,750	\$3,100	114,140	\$3,000	\$1,750	74,048	\$1,750
14 Progressive® Insurance Tampa Boat Show® (P)	Sept 2018	TBA	10,000	TBA	TBA	\$1,750	\$3,100	TBA	\$3,000	\$1,750	TBA	\$1,750
15 Progressive® Insurance Norwalk Boat Show® (P)	Sept 2018	TBA	10,000	TBA	TBA	\$1,750	\$3,100	TBA	\$3,000	\$1,750	TBA	\$1,750