

Media Information 2019



For visitors and exhibitors alike the Progressive Insurance New England Boat Show will be one of the biggest and most exciting events of the year. To help guests plan their time, navigate the show and maximize their experience, we'll distribute an official show guide in advance of the show containing everything visitors need to know.

The show guide is an incredibly valuable tool and a powerful platform to educate and excite visitors about new products and services. Unlike most traditional advertising mediums, this is a non-interruptive channel to speak with your targeted audience at a time when they most want to hear from you. They want to know what's new in the industry, what kind of new purchases can enhance their lives on the water and which brands are right for them. They want to know what defines your brand and sets your products apart from the rest. The official showguide is a tool they will use to inform their buying decisions and you can use it to build confidence in your buyers.

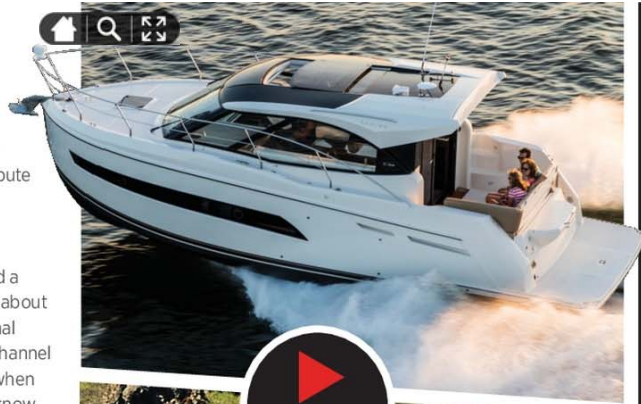
ONLINE DISTRIBUTION

The show guides are e-mailed out to a 100-percent opt-in database and in 2018, 37,000 emails were sent. They are also posted on the show website and on all of our social media. Online readership exceeds 16,000 users and over 454,000 page-views, with an average read time of 2 minutes and 1 second.

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 23,000 at the 2018 show.

← View Editorial Examples



▶ Maximize your impact

Click to view 2018 show guide

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.

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**

2019 Cheat Sheet



SHOW	Show Date	2018 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 9-13	48,644	27,500	12,384	409,292	\$3,100	\$6,000	207,307	\$5,000	\$3,000	81,890	\$3,000
2 Progressive® Insurance Sail Chicago	Jan 9-13	N/A	N/A	N/A	N/A	\$1,750	\$3,100	N/A	\$3,000	\$1,750	16,289	\$1,750
3 Progressive® Insurance Nashville Boat & Sportshow® (SPRT)	Jan 10-13	15,917	8,000	1,017	23,312	\$1,750	\$3,100	54,398	\$3,000	\$1,750	4,566	\$1,750
4 Progressive® Insurance Kansas City Boat & Sportshow® (SPRT)	Jan 10-13	20,108	11,000	1,139	29,311	\$1,750	\$3,100	52,670	\$3,000	\$1,750	11,098	\$1,750
5 Progressive® Insurance Atlanta Boat Show® (P)	Jan 10-13	30,243	12,000	2,375	69,371	\$1,750	\$3,100	100,632	\$3,000	\$1,750	28,968	\$1,750
6 Progressive® Insurance Louisville Boat, RV & Sportshow® (SPRT)	Jan 23-27	41,431	20,000	7,339	152,681	\$1,750	\$3,100	106,381	\$3,000	\$1,750	18,560	\$1,750
7 Progressive® Insurance New York Boat Show® (P)	Jan 23-27	42,419	24,000	8,189	209,927	\$3,100	\$6,000	194,808	\$5,000	\$3,000	55,657	\$3,000
8 Progressive® Insurance Minneapolis Boat Show® (P)	Jan 24-27	34,402	15,000	5,378	169,975	\$1,750	\$3,100	104,247	\$3,000	\$1,750	15,491	\$1,750
9 Progressive® Insurance Baltimore Boat Show® (P)	Jan 24-27	14,878	8,000	4,064	112,348	\$1,750	\$3,100	76,905	\$3,000	\$1,750	23,161	\$1,750
10 Progressive® Insurance St. Louis Boat & Sportshow® (SPRT)	Feb 7-10	26,146	12,500	4,667	165,287	\$1,750	\$3,100	70,143	\$3,000	\$1,750	15,441	\$1,750
11 Progressive® Insurance New England Boat Show® (P)	Feb 9-17	50,997	23,000	16,597	454,771	\$3,100	\$6,000	214,472	\$5,000	\$3,000	37,766	\$3,000
12 Progressive® Insurance Miami International Boat Show® (P)	Feb 14-18	84,163	40,000	60,081	2,061,982	\$6,000	\$11,000	647,652	\$15,000	\$10,000	148,828	\$9,000
13 Progressive® Insurance Sail Miami	Feb 14-18	N/A	N/A	268	6,748	\$1,750	\$3,100	N/A	\$3,000	\$1,750	32,884	\$1,750
14 Progressive® Insurance Atlantic City Boat Show® (P)	Feb 27-Mar 3	38,603	17,500	11,174	314,865	\$1,750	\$3,100	163,761	\$3,000	\$1,750	74,479	\$1,750
15 Progressive® Insurance Northwest Sportshow® (SPRT)	Mar 21-24	32,453	17,000	13,186	485,310	\$1,750	\$3,100	115,697	\$3,000	\$1,750	21,800	\$1,750
16 Progressive® Insurance Tampa Boat Show® (P)	Sept 7-9 2018	18,561	10,000	7,469	196,488	\$1,750	\$3,100	84,189	\$3,000	\$1,750	32,995	\$1,750
17 Progressive® Insurance Norwalk Boat Show® (P)	Sept 20-23 2018	15,107	10,000	4,651	118,037	\$1,750	\$3,100	49,166	\$3,000	\$1,750	14,425	\$1,750

