

# seaside retailer

## Partner with us to reach retailers — your potential new customers!

Seaside Retailer's portfolio of media solutions provides the perfect outlet for advertising products that are geared toward beach, coastal and nautical retailers.

Whether you're a large wholesale company or a small, family-owned business, advertising in Seaside Retailer gives you year-round access to your customer base — readers who purchase the types of merchandise you sell!

Each issue of Seaside Retailer magazine features style trends, product focuses, and Seaworthy Ideas on relevant merchandise categories. Articles and product ideas range from apparel, jewelry, souvenirs, gifts, home decor, holiday, beach accessories and more!

We provide in-depth coverage of products because we know how important it is for seaside retailers to make informed purchases. We want to make sure they stay on top of current styles that will guide their buying decisions. Advertising in these special product coverage sections, complete with product ideas, helps you stand out from the competition!



## TOP 5 BENEFITS OF ADVERTISING IN SEASIDE RETAILER:

### #1

#### AFFORDABLE

With a wide range of options, reach each new potential buyer for just pennies!

### #2

#### TARGETED REACH

Seaside Retailer readers are retailers who purchase the types of products you sell!

### #3

#### CREDIBILITY

When your ad appears in the pages of a trusted source, it gives your brand credibility!

### #4

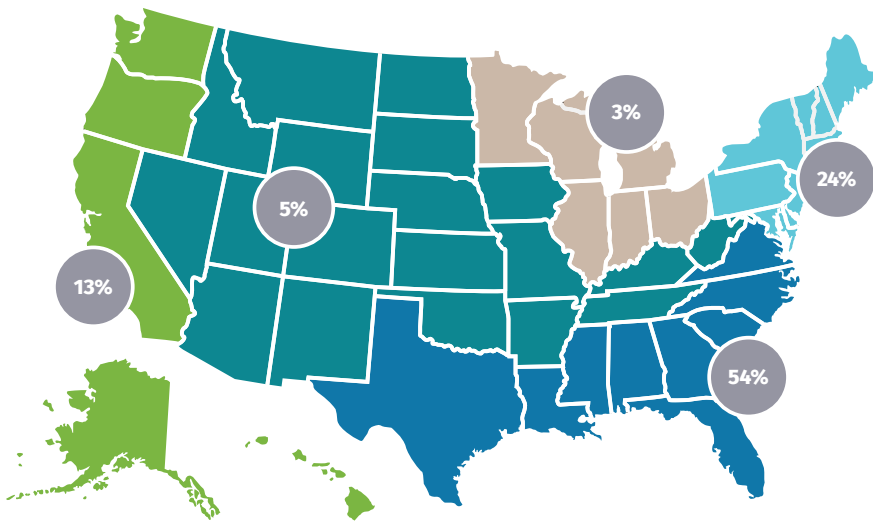
#### BONUS DISTRIBUTION

An additional 5,500 copies are distributed at leading industry trade shows!

### #5

#### LONG SHELF LIFE

Quality B2B magazines like Seaside Retailer are saved and referred back to time and again!



*Subscribers are primarily located in coastal areas where beach, coastal and nautical boutiques and shops are popular.*

■ Southeast .....	54%
■ Northeast .....	24%
■ West Coast & Pacific .....	13%
■ Great Lakes .....	3%
■ Inland .....	5%
■ Caribbean .....	1%

## We make it easy for you to reach your core audience!

Seaside Retailer offers bimonthly distribution to **39,500+** retailers through its print and digital editions. **This includes an exclusive partnership with Clarion Events — 13,000+ recent trade show attendees are emailed SGN's bimonthly digital edition!** An additional **5,500+** copies are distributed at trade shows annually.

Popular retail destinations along the coastlines receive Seaside Retailer and are represented through exclusive editorial coverage. The publication guides the purchasing decisions of retailers located along the Atlantic, Pacific and Gulf coasts and also in popular lakeside destinations.

**The LONGEST running and ONLY bimonthly magazine dedicated to beach, coastal and nautical retailers!**



**Let our experience help you deliver results with exceptional support every step of the way!**



### COMMITMENT

Unlike other media outlets, Seaside Retailer is dedicated solely to the retailers who sell beach, coastal and nautical merchandise. You have our undivided attention.



### DEDICATED TEAM

Our expert team has decades of experience in business-to-business media publishing. We produce award-winning and engaging content that will get you noticed.



### AT YOUR SERVICE

We understand the needs of advertisers and will guide you through the process. We want to help you make the biggest impact for your investment.

**Seaside Retailer has a strong readership of retail decision-makers at brick-and-mortar retail locations, including:**

- Aquarium Gift Shops
- Boardwalk/Pier Gift Shops
- Boutiques
- Gift Shops
- Hotels/Resorts
- Lakeside Gift Shops
- Museum Stores
- Souvenir Stores
- Specialty Stores
- Surf Shops
- Water Park Gift Shops
- Zoo Gift Shops

# 2025 MEDIA PLANNER • EDITORIAL CALENDAR

## JANUARY/FEBRUARY

Sales Close: November 15 • Ads Due: November 22

- **Style Trend:** Resort Apparel
- **Product Focus:** Beach Accessories
- **Merchandise Spotlight:** Souvenirs
- **Business:** Experiential Retail
- **Seaworthy Ideas:** Crabs; Waves; Lotions and Soaps; Sea Glass; Plush; Tropical Fish

**Bonus Distribution:** Surf Expo; Atlanta Market; Las Vegas Market; Philadelphia Gift Show

## MARCH/APRIL

Sales Close: January 24 • Ads Due: January 31

- **Style Trend:** Outdoor Living
- **Product Focus:** Eco-friendly
- **Merchandise Spotlight:** Apparel
- **Business:** Hiring/Retention Tips
- **Seaworthy Ideas:** Manatee; Pirates; Color of the Year; Sun Protection; Men's Gifts; Swimwear

**Bonus Distribution:** Cape Cod & Islands Gift Show; New England Made

## MAY/JUNE

Sales Close: March 21 • Ads Due: March 28

- **Style Trend:** Home Decor
- **Product Focus:** Jewelry
- **Merchandise Spotlight:** Beach Bags
- **Business:** Disaster Preparedness
- **Seaworthy Ideas:** Sharks; Tie-dye; Boats; Cards & Stationary; Drinkware; Name-drop

**Bonus Distribution:** CARV

## JULY/AUGUST

Sales Close: May 23 • Ads Due: May 30

- **Style Trend:** Holiday
- **Product Focus:** Candles & Aromatherapy
- **Merchandise Spotlight:** Add-on Sales
- **Business:** Buying Strategies
- **Seaworthy Ideas:** Octopus; Hibiscus; Compasses; Baby & Toddler; Flip Flops theme; Cocktail Accessories

**Bonus Distribution:** Atlanta Market; Las Vegas Market; Surf Expo; Las Vegas Souvenir & Resort Gift Show

## SEPTEMBER/OCTOBER

Sales Close: July 18 • Ads Due: July 25

- **Style Trend:** Casual Apparel
- **Product Focus:** Health & Beauty
- **Merchandise Spotlight:** Towels
- **Business:** AI Tools for Retailers
- **Seaworthy Ideas:** Sea Birds; Nautical Rope; Pineapples; Pool Toys; Food; Coral Reef

**Bonus Distribution:** New England Made; OC Apparel Show; Panama City Beach Gift Show; GHTA Conference; IGES; Smoky Mountain Gift Show

## NOVEMBER/DECEMBER

Sales Close: September 19 • Ads Due: September 26

- **Style Trend:** Name Drops
- **Product Focus:** Kids
- **Merchandise Spotlight:** Name Drop & Custom
- **Business:** Increasing Foot Traffic
- **Seaworthy Ideas:** Dolphins; Tiki; Turquoise; Starfish; Headwear; Nautical

**Bonus Distribution:** Ocean City Resort Gift Expo; Grand Strand Gift & Resort Merchandise Show

## TRENDING TOPICS

- Apparel
- Beach Accessories
- Candles & Aromatherapy
- Children's Products
- Eco-Friendly
- Health & Beauty
- Holidays
- Home Decor
- Jewelry
- Name Drop Gifts
- Outdoor Living
- Souvenirs

## IN EVERY ISSUE

- Business Feature
- Events Calendar
- Events Coverage
- Expert Columns
- Merchandise Spotlight
- Product Focus
- Product Showcase
- Retail News
- Seaworthy Ideas
- Starfish Award
- Store Owner Profile
- Style Trend



# 2025 MEDIA PLANNER • PRINT ADS & SIZE SPECS

## 2025 PRINT SPECS

Ad	Size	
A	Full Page Trim	7.75" x 10.75"
A	Full Page Bleed	8.0" x 11.0"
B	1/2 Page Horizontal	6.5" x 4.5"
C	1/2 Page Vertical	3.125" x 9.5"
D	1/3 Page Vertical	2.125" x 9.5"
E	1/3 Page Square	4.25" x 4.25"
F	1/4 Page Square	3.125" x 4.5"
G	Marketplace	3.125" x 2.125"
H	Spread Trim	15.5" x 10.75"
H	Spread Bleed	15.75" x 11"

**Full page ads:** Text and logos should be a minimum of .25" from trim or .375" from bleed.

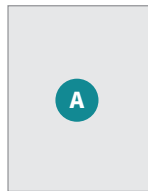
**Spread ads:** Text and logos should be a minimum of .25" from trim or .375" from bleed with a minimum .25" inside margin.

**Preferred format:** Flat file (i.e. no layers) in a .tif, .eps, .jpg or PDF format with a minimum of 300 DPI CMYK. Highest quality format required for .jpg files. PDF files must be saved as press-ready quality and all fonts and images must be embedded.

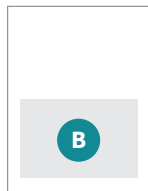
**File names:** Include your company name, magazine name and issue.

## 2025 PRINT RATES - FULL COLOR

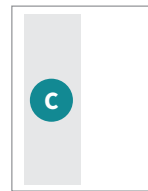
Ad	1x	2x	3x	4x	5x	6x
Full Page - A						
1/2 Page - B & C						
1/3 Page - D & E	CONTACT YOUR SALES REPRESENTATIVE FOR CURRENT PRICING!					
1/4 Page - F						
Marketplace - G						
Spread - H						



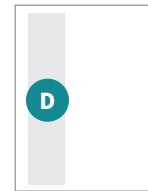
Full Page



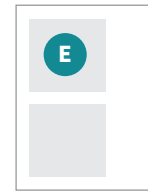
1/2 Horizontal



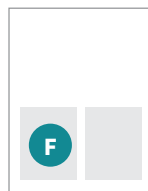
1/2 Vertical



1/3 Vertical



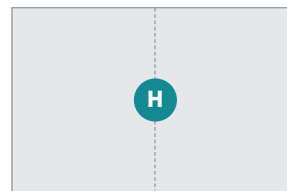
1/3 Square



1/4 Square



Marketplace



Spread



## Interested in making an even BIGGER IMPRESSION?

Talk to your sales representative about our custom publishing opportunities! Affordable and impactful options include belly bands, catalogs, gatefolds, postcards, outsert polybags and advertorials!



**Our highly targeted content is created for beach, coastal and nautical retailers — the customer base you target with your merchandise!**

# 2025 MEDIA PLANNER • DIGITAL AD RATES & SIZE SPECS

## Website

Updated regularly with news, advice, events and product ideas. Creates an online community where retailers and wholesalers can connect.

- A) Banner Ad ..... 728 x 120 pixels
- B) Rectangle Ad ..... 300 x 250 pixels
- C) Tower Ad ..... 300 x 600 pixels

## Digital Edition E-Newsletter

Available to one exclusive advertiser per issue, the banner ad appears in the digital edition e-blast.

- D) Banner Ad ..... 728 x 120 pixels

## Seaside Update E-Newsletter

Monthly e-newsletter providing news updates, tips and product ideas.

- E) Banner Ad ..... 728 x 120 pixels

## Seaside Spotlight Product E-Newsletter

Monthly product e-newsletter featuring trending products. Advertiser supplies image, 20-word description and URL. Each edition is limited to 10 spots for a highly visible experience.

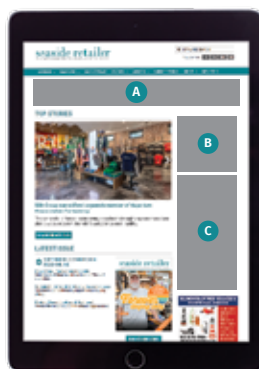
- G) Product Spot .....

## **NEW!** Online Marketplace Directory

Leverage the power of Seaside Retailer's website with a page dedicated to your brand. Includes: company category; company name; photo carousel (max. 10 photos); company and product information (max. 300 words); logo; website, email address and phone number; social media handles; contact name and address; trade shows where you'll be exhibiting.

- H) 6 months.....
- H) 12 months.....

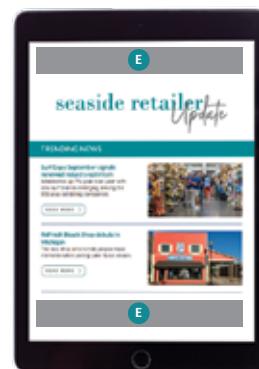
**Seaside Retailer's website and digital products provide effective ways to reach your target audience directly, frequently, and easily. More wholesale orders from your potential customers are just a click away!**



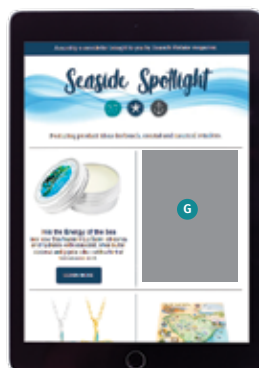
WEBSITE



DIGITAL EDITION



NEWS UPDATE



SEASIDE SPOTLIGHT



MARKETPLACE DIRECTORY

**Digital ad specifications:** Preferred format is as a flat file (i.e. no layers) in .jpeg format with a minimum of 300 dpi CMYK. Highest-quality format required for .jpeg files. File name should include your company name, month and year. Example: YourCompanyName\_January2024

## CONTACT US TODAY TO LEARN MORE ABOUT OUR ADVERTISING OPPORTUNITIES!

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