

Soundings



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Reader Profile: This publication is targeted toward the reader that participates in boating activities such as day cruises, overnight cruises, fishing, and entertaining. The average HH net worth of the reader is \$2,500,000. The average HHI is \$221,700. 91.1% of readers own their own residence. 65% of readers have second homes on the water.

Digital Magazine: Viewable on www.soundingspub/waterfront with an email campaign promoting the digital edition.