

BOATING
WORLD'S LARGEST POWERBOAT MAGAZINE



2026 MEDIA GUIDE

Image Credit: Eleni Bandy

INDEPENDENT. KNOWLEDGE. IRREVERENT.

Founded in 1956, Boating, the world's largest powerboat magazine remains the most trusted source of boating information on the planet.

Produced by the most experienced and award-winning staff in the industry, Boating delivers a mix of content to the broadest swath of the boating public through a variety of channels.

With its heavy emphasis on buying information and do-it-yourself maintenance, Boating is a resource, and a source of inspiration and empowerment, for powerboaters of all types.



BRAND OVERVIEW

8X

FREQUENCY

4,201,678+

TOTAL BRAND
FOOTPRINT

ALL ISSUES ARE AVAILABLE ON TABLETS AND EREADERS, INCLUDING THE IPAD, NOOK AND KINDLE.



BOATINGMAGAZINE



@BOATINGMAGAZINE



@BOATINGMAGAZINE



BOATINGMAGAZINE

314,394

AVG. MONTHLY
PAGE VIEWS

214,297

AVG. MONTHLY
UNIQUE VISITORS

354,200+

SOCIAL MEDIA
AUDIENCE

55,000

CUSTOM EMAIL
SUBSCRIBERS

39,000

EDITORIAL ENEWS
SUBSCRIBERS

Boating's audience is comprised of boaters who are actively researching the newest boats, gear and how-to information. Using research and database management, we can identify, surface and activate high-value participants across all of our media channels in order to drive tangible results.

AUDIENCE PROFILE

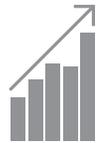
Boating's audiences across all channels (print, web, social & email) represent active, affluent boating enthusiasts who come to us looking for the latest tips, boat reviews and information on gear & equipment. They know we deliver the expert information needed to make a purchase to complement their lifestyle.



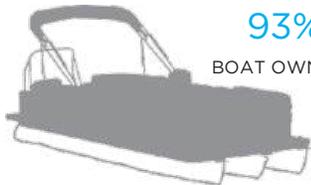
AFFLUENT, EDUCATED PROFESSIONALS



AVERAGE HOUSEHOLD INCOME
\$222,400



AVERAGE NET WORTH
\$1.66 MILLION



93%
BOAT OWNERS



58
AVERAGE AGE



39%
PLAN TO BUY OR ARE DEFINITELY CONSIDERING BUYING A BOAT



93%
MALE



7%
FEMALE



81%
MARRIED



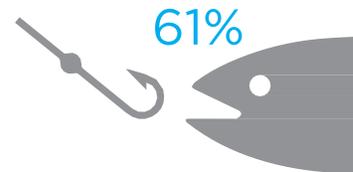
NUMBER OF YEARS BOATING
34 YEARS



93%
COLLEGE EDUCATED

BOATING ACTIVITIES HOW THEY USE THEIR BOATS:

FISHING (ANY)



SALTWATER FISHING **31%**

FRESHWATER FISHING **30%**



77% **65%**
DAY CRUISING
ENTERTAINING ON BOARD

TOP 5 BOATS PLANNED TO BUY

1. CENTER CONSOLE
2. CRUISER
3. BOW RIDER
4. PONTOON
5. WALK AROUND/CUDDY CABIN BOAT



TOP 5 BOAT TYPES OWNED

1. BOW RIDER
2. CENTER CONSOLE
3. CRUISER
4. WALK AROUND/CUDDY CABIN BOAT
5. PONTOON

Source: 2020 Boating Reader Survey

2026 PRINT CALENDAR

<p>○ JANUARY/ FEBRUARY ○</p> <p>BOAT SHOW SPECIAL</p>	<p>○ MARCH ○</p> <p>ADVENTURE / FUN ON THE WATER</p>	<p>○ APRIL ○</p> <p>SPRING MAKE-READY</p>	<p>○ MAY ○</p> <p>BOATING SAFETY</p>
<p>○ JUNE/JULY ○</p> <p>WATERSPORTS</p>	<p>○ AUGUST/ SEPTEMBER ○</p> <p>TRAILERING</p>	<p>○ OCTOBER ○</p> <p>POWER</p>	<p>○ NOVEMBER/ DECEMBER ○</p> <p>WINTERIZING</p>

Calendar subject to change; Additional topics will be discussed through the year



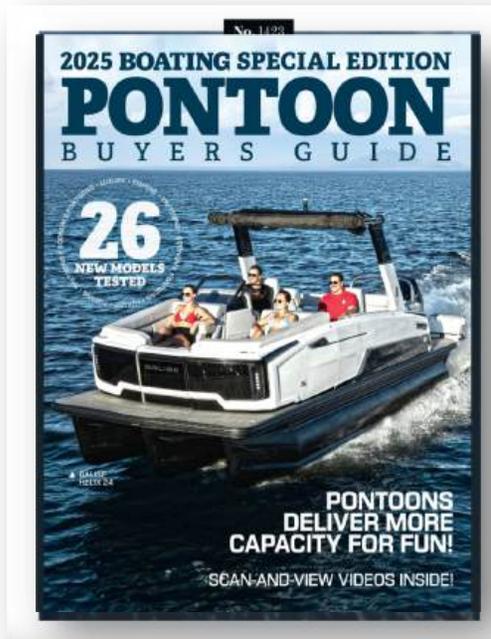
Special Issue Publications

Our print subscribers are loyal, affluent boaters and marine enthusiasts who trust our expertise when it comes to their boats and the products they need to equip them.

Position yourself amongst our most niche publications.



[Boating Boat Buyer's Guide](#)



[Pontoon Boat Buyer's Guide](#)



BOAT BUYERS GUIDE

Boating serves recreational boaters and has been producing a buyer's guide for decades. It's one of our most highly anticipated issues and distributed to some of our most qualified subs (just before the January boat shows).

Our editors take our audiences through the details, features, and performance of your latest models (during real time on the water with one of your team athletes riding) with not only a written boat test but also a walkthrough video.

BBG PROGRAM OPTIONS:

1. **Print** - Full Page Display Ad: \$6,064
2. **Video Walkthrough** - \$5,000 (Shot at a roundup. No T&E incurred)
3. **Premium BBG Program Includes:**
 - 1x Full Page Display Ad + 1x Full Page Review
 - 1x Editor Boat Review Video to be shot at a roundup
 - 1x Review + video hosted on dedicated YouTube playlist and boatingmag.com + surrounding banners
 - 1x Custom Email to *Boating's* audience
 - 1x Facebook Native Video Ad on BTG (40,000 views)
 - 1x Organic Instagram Reel on BTG
 - 1x Organic Facebook Reel on BTG

Premium Package: \$17,434 (including print and video)

**Please note that there are smaller tiers of this package available.*

The image displays the 2025 Boating Special Edition Boat Buyers Guide magazine cover and a screenshot of the corresponding web page. The magazine cover features a boat and text: "2025 BOATING SPECIAL EDITION BOAT BUYERS GUIDE", "POWERED BY VOLVO PENTA", "Editorial: 77 BRAND-NEW BOATS", and "OUR EDITORIAL GUIDE". The web page screenshot shows the "BOATING" logo, navigation menu, and the title "The Ultimate 2025 Boat Buyers Guide". It includes a description of the guide, a list of boat types (Runabout Boats, Watersports Boats, Pontoon Boats, Fishing Boats), and the Volvo Penta logo as the presenting sponsor.

[See the BBG Hub](#)



PONTOON BUYERS GUIDE

Boating Magazine's annual Pontoon Buyers Guide is back, featuring the hottest new pontoon boats on the market. Find all of the boat reviews (pricing, specs, speeds and fuel burn!), pictures, walkthrough videos, and more!

Pontoon boats reign as one of the hottest-selling segments on the market. Through our brand, we help craft promotions and brand awareness to share your latest pontoon or product.

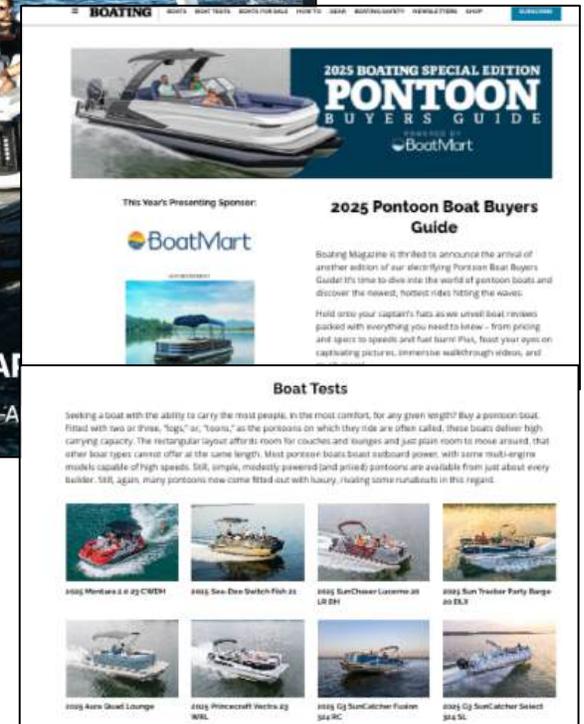
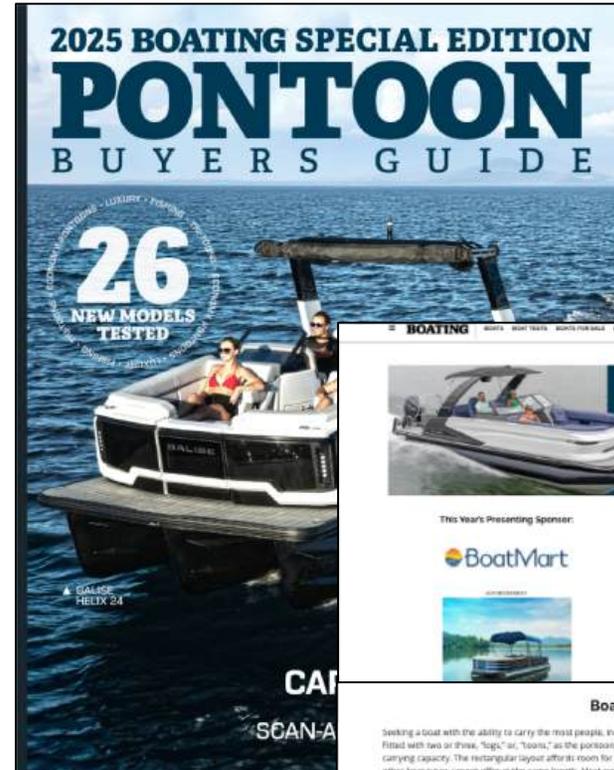
PBG PROGRAM OPTIONS:

1. **Print:** Full Page Display Ad: \$4,410
2. **Video Walkthrough** - \$5,000 (Shot at a roundup. No T&E incurred)
3. **Premium Program:**
 - 1x Full Page Spread + 1x Full Page Review
 - 1x Editor Boat Test Video to be shot at a roundup
 - 1x Review + video hosted on dedicated YouTube playlist and boatingmag.com + banners
 - 1x Shared Custom Email to *Boating's* audience
 - 1x Facebook Native Video Ad on BTG (35,000 views)
 - 1x Facebook Page Post Ad on BTG (35,000 views)

Premium Package: \$13,566 (including print and video)

**Please note that there are smaller tiers of this package available.*

*** A discounted package is available for clients who also purchase into the BBG*



[See the PBG Hub](#)



WATER SPORTS BOAT BUYERS GUIDE

The Watersports Boat Buyers Guide offers a diverse lineup of watercraft—from budget-friendly V-drives to tournament towboats—each with key specs, expert insights, and Certified Test data to support smart, informed buying decisions.

WSBBG Premium Program Includes:

- 1x Full Page Review hosted on boatingmag.com and wakeboardingmag.com hosting the video with surrounding banners (1x on WKB and 1x on BTG)
- 1x video hosted on dedicated BTG and WKB YouTube playlist
- 1x Custom Email to *Wakeboarding's* audience
- 1x *Wakeboarding* Sponsored eNews inclusion
- 1x *Boating* Sponsored eNews inclusion
- 2x Facebook Native Video Ads (1x per brand - BTG and WKB - 20k views each)
- 1x Organic Instagram Reel on WKB
- 2x Brand Channels (1x per brand [BTG](#) and [WKB](#))
- 2x Sponsored eNews inclusions (1x per brand - BTG and WKB)

Investment: \$7,112 (not including video)

Video Walkthrough - \$6,000 (Shot at a roundup. Includes talent to wakesurf / wakeboard. No T&E incurred)

**Please note that there is a smaller tier of this package available.*



WAKEBOARDING BOAT BUYERS GUIDE GEAR PWT WAKE AWARDS NEWSLETTERS

2025 Watersports Boat Buyers Guide



For the 2025 model year, our Watersports Boat Buyers Guide has been meticulously curated to encompass an extensive and diverse range of watercraft, ensuring a broad selection catering to various preferences among riders. Prospective buyers exploring this guide will encounter a spectrum of options, from budget-friendly V-drive boats to tournament towboats. Each featured boat is accompanied by crucial specifications, expert analysis, and our Certified Test performance data. This comprehensive approach renders the 2025 Watersports Boat Buyers Guide an invaluable resource for comparative shopping, aiding potential buyers in making informed decisions. Dive into the articles, scrutinize the stats, and view the videos provided below to explore and assess your options.

[See the WSBBG Hub](#)



BOATING **2026 PRINT SPECIFICATIONS**

PRINT SPECIFICATIONS

Trim Size: 8.375" x 10.875"

Binding: Perfect Bound, Jog to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

AD SIZES: Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

REQUIRED FORMAT: PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

PROOFS: Firecrown utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a SWOP 3 certified proof that contains the ISO 12647-7 Digital Control Strip 2009.

INSERTS: Consult your advertising representative. Production, design and prepress services are available; rates upon request.

If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Ad materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.

ISSUE THEME & CLOSING DATES

ISSUE	THEME	SPACE CLOSE	MATERIALS DUE	IN HOME & ON TABLETS
Boat Buyers Guide	Boat Reviews	11/6/25	11/7/25	12/31/25
February '26	Boat Shows Special	11/24/25	11/25/25	1/7/26
March	Adventure-Fun on the Water	1/6/26	1/6/26	2/16/26
April	Spring Make-Ready	1/29/26	1/30/26	3/16/26
Pontoon Buyers Guide	Pontoon Reviews	2/26/26	2/27/26	4/20/26
May	Boating Safety	3/5/26	3/6/26	4/20/26
June/July	Watersports	4/2/26	4/3/26	5/18/26
August/September	Trailerling	6/11/26	6/12/26	7/27/26
October	Power	7/30/26	7/31/26	9/14/26
November/December	Winterizing	9/3/26	9/4/26	10/19/26
Boat Buyers Guide	Boat Reviews	11/5/26	11/6/26	12/28/26
February '27	Boat Shows Special	11/19/26	11/20/26	1/4/27

PRODUCTION GUIDELINES

For all bleed ads: Build file to document size and add .125 in. bleed on all 4 sides. Ensure crop marks are .125" outside of the bleed, or do not include.

Allow .25 in. safety area within trim on all 4 sides (no live matter).

Spread ads: Supply in a single document.

MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

PHOTOS: Supplied images should be high res (300 dpi) in CMYK. B/W images must be high res (300 dpi) grayscale. **Images supplied in RGB will be converted to CMYK.**

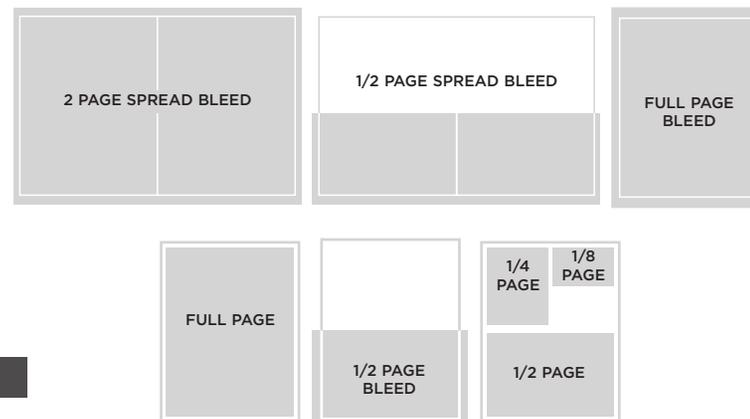
LOGOS: Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

Native files supplied for corrections/adjustments must be accompanied by the fonts and links used in those files. **(Recommended:** Use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

Ad Size	Non-bleed	Bleed	Trim
Full Page	7.825"W x 10.375"H	8.625"W x 11.125"H	8.375"W x 10.875"H
Two Page Spread	—	17" x 11.125"	16.75" x 10.875"
1/2 Page Spread	—	17" x 5.45"	16.75" x 5.2"
1/2 Page Horizontal	7.25" x 4.75"	8.625" x 5.45"	8.375" x 5.2"
1/4 Page Square	3.5" x 4.75"		
1/8 Page Horizontal	3.5" x 2.25"		

PRODUCTION NOTES

Allow .25" safety area within TRIM on all 4 sides (no live matter). Ensure crop marks are .125" outside of the bleed, or do not include.



AD MATERIAL SUBMISSIONS

Ad files should be delivered via our Ad Portal at firecrown.sendmyad.com.

PRODUCTION CONTACT
peter.coffin@firecrown.com

We do not accept ads via e-mail.
 Electronic files are stored for one year only, unless otherwise requested in writing.



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