An aerial photograph of a white motor yacht with a dark stripe, cruising in a vibrant turquoise bay. The bay is nestled between rugged, reddish-brown cliffs and a lush, green forested hillside. In the background, a sandy beach is visible with some people and umbrellas. The sky is clear and blue. The text 'POWER & MOTORYACHT' is overlaid in large, white, serif font at the top of the image.

POWER & MOTORYACHT

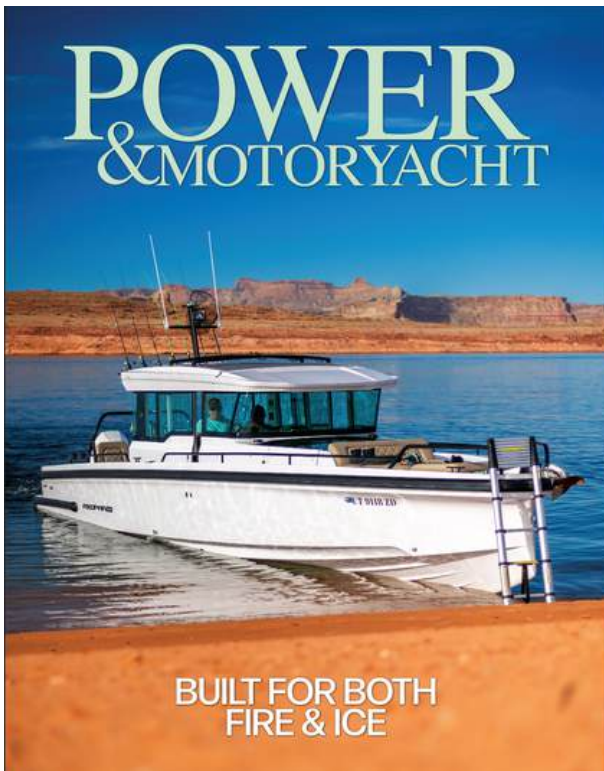
2026 MEDIA KIT

EDITORIAL MISSION



Power & Motoryacht magazine, along with a dynamic website, strong social media presence and daily and weekly e-newsletters, serves as the essential guide for serious powerboaters, delivering timely information on the latest boat and yacht launches and designs. New equipment content, maintenance tips, and cruising ideas help readers get excited to spend more time on the water and get more from their boating. With a proven circulation model, we ensure you reach an audience of engaged prospects by qualifying our readers as current powerboat owners.

PRINT



Run by the most experienced marine editors in the segment, Power & Motoryacht remains the essential guide for the serious boater in the 30'-90' boat range. Our original content and rich photography fill each issue with the expert advice and insight that our readers have learned to expect. Not only do we deliver print magazines to consumers, we also offer digital and tablet editions to suit any boater's needs. These include digital versions for iPad, Kindle, Nook, and Android devices, as well as Zinio and Digimag versions.



The go-to resource that serves the new boat buyer beyond our print and digital editions. More than 40 new powerboats of all types are tested each year and evaluated in this easy-to-digest format. Produced in conjunction with our other marine group brands—*Passagemaker*, *Soundings*—copies are available on targeted newsstands nationwide, as well as at Ft Lauderdale, Miami, and Palm Beach boat shows.

AUDIENCE



AUDIENCE

Male	96%
Average Age	68
Own their Own Home	93%
Own Real Estate other than primary home	62%
Own waterfront homes	46%
Average HHI	\$320,000
Average Net Worth	\$4,500,000

BOAT OWNERSHIP/PURCHASING

Own a powerboat	90%
Average length of boat owned	40'
Boating 20+ years	90%

Plan to buy in next 24 months	39%
Future boat purchases expected to be in 25'-46' range	56%
Future boat purchases expected to be 47' or above	35%

BOATING ACTIVITY

Cruise	67%
Fish	29%
Overnight cruise	57%

CHARTER

Plan to charter in next 2 years	32%
Have chartered	53%

EDITORIAL DEPARTMENTS

NEW BOATS: The place to find authoritative, industry-leading reviews on the newest models that ply the seas. Each review revolves around first-hand experience aboard the boat and interviews with the designer or principal of the company that builds them.

POWER & TECHNOLOGY: We live in a world where technology and performance trends are changing the way boats are built and used at blinding speeds. We keep readers informed on the hottest developments.

DRAWING BOARD: Be the most well-informed boater on your dock and turn here for news about models that are in production and heading for a marina near you.

WAYPOINT: The journey is great, but sometimes it is the destination that counts. Seasoned cruiser Bob Arrington has been there, done that, and gotten the t-shirt at most ports you'd ever want to visit. Be warned: His destination column will give you a severe case of wanderlust.

BOATYARD: You have a good boat. The advice in this perennially popular section will make it even better.

INSIDE ANGLE: Since Tom Fexas more than 30 years ago, Power & Motoryacht has had a proud tradition of giving a voice and column to a game-changing yacht designer. Noted Naval Architect and Designer Bill Prince's monthly musing speaks to the heart of every boater.

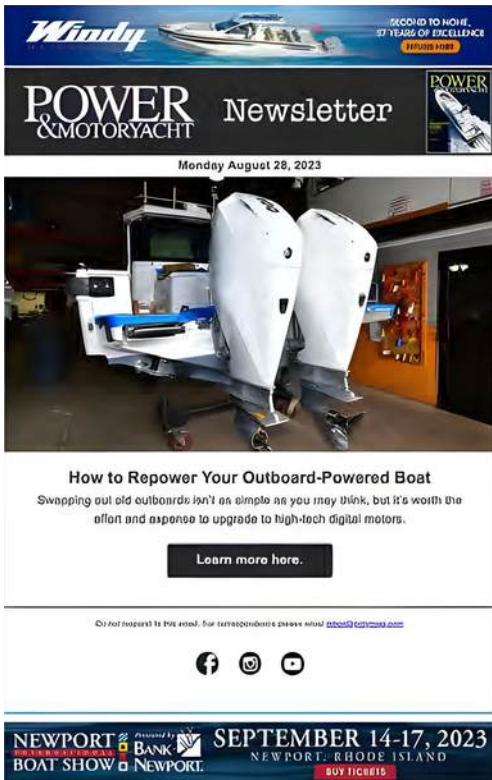
ISSUES & DEADLINES *Subject to change

ISSUE	AD CLOSE	ON SALE
Feb 2026	11/28/2025	1/7/2026
Mar 2026	1/4/2026	2/9/2026
Apr 2026	1/30/2026	3/9/2026
May 2026	3/1/2026	4/6/2026
June/July 2026	4/5/2026	5/11/2026
Aug/Sept 2026	5/30/2026	7/6/2026
Oct 2026	7/28/2026	9/8/2026
Nov 2026	9/4/2026	10/12/2026
Dec 2026	10/3/2026	11/9/2026

EMAIL

RHUMBLINE E-NEWSLETTER

Rhumbline Enews delivers daily and weekly powerboating content that our readers rely on. Subscribers opt in for the most up-to-date industry news, expert insights, and in-depth coverage across every corner of the powerboating world — from new boats and engines to marine electronics, technology, how-to guidance, and more. Our editorial team curates timely, relevant stories that keep readers engaged and coming back.



E-NEWSLETTER STATS
Subscribers: 15,600

CUSTOM EMAIL CAMPAIGNS

Custom eNewsletters provide exclusive access and 100% visibility to our audience of passionate enthusiasts to promote special offers, events, product launches, and more.



CUSTOM EMAIL STATS
Subscribers: 16,000

WEBSITE

Providing daily web-exclusive content, along with a large inventory of boat tests and product reviews, our site allows the audience to research and compare when buying their next powerboat. Our video channel features new boat reviews, how-to guides, and destination spotlights, as well as up-to-the-minute video reports from boat shows, visits to boat builders, and other industry icons.



1,000,000

Website Page Views

37,500,000+

Social Media Reach

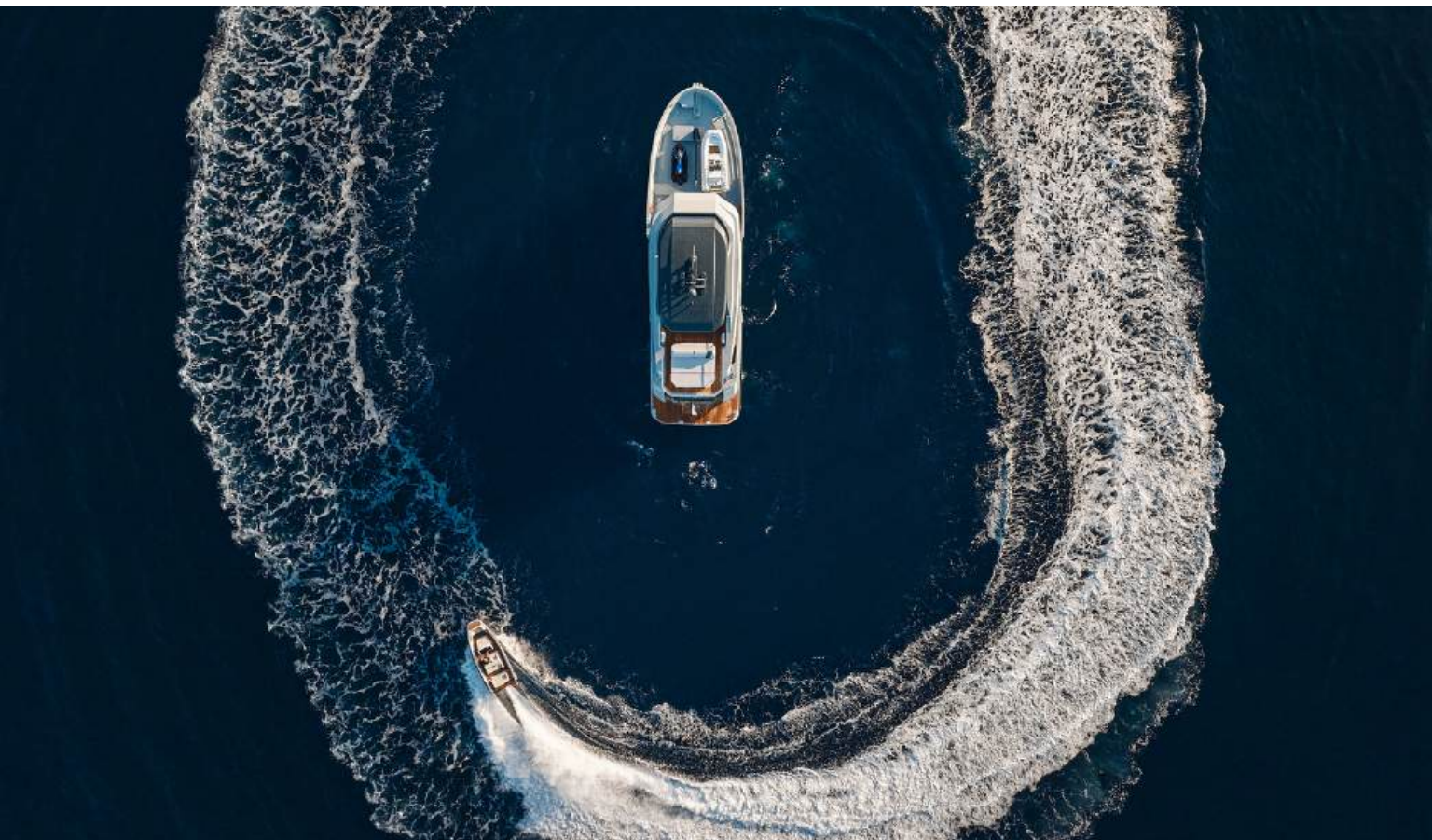
139,000+

Podcast Downloads

ADDITIONAL OPPORTUNITIES

- Boat Show Video Partner Program
- Product Showcase
- Captain's Videos
- Boat Shows&Events

SALES TEAM



POWER & MOTORYACHT

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