

SOUNDINGS

REAL BOATS, REAL BOATERS

2026 MEDIA KIT



From the Editor

Anchored in Tradition and Looking Ahead

For more than six decades, *Soundings* has charted a steady course, serving one of the most discerning and deeply engaged audiences in recreational boating. What sets our readers apart is their depth of experience: Many have owned boats for most of their lives and have respect for the traditions of the sport. As a result, the *Soundings* readership brings a level knowledge and enthusiasm that few other publications can match.

From its founding as a print publication dedicated to meeting the real needs of real boat owners, *Soundings* established itself as a trusted voice. While new boats, emerging technologies and exciting destinations always have been a part of our coverage, from the earliest issues we also delivered the marine news and regional insights that owners rely on to stay informed and ahead of the curve.

Our readers aren't casual boaters. They're seasoned mariners who know their way around the helm, the engine room, the inlet and the anchor line. A recent survey found that boaters with 20 or more years of on-water experience make up a significant portion of our readership. They own boats, they use them and they value content that speaks directly to that lived experience.

Over the years, *Soundings* has grown its reach and its platforms, but its mission remains unchanged. We deliver authoritative editorial that reflects a respect for boating traditions and a forward-looking enthusiasm for innovation. Our award-winning editors, writers and photographers bring depth and perspective to every issue, whether they're profiling a classic yacht, reviewing the latest high-horsepower outboard or reporting on regulatory issues that impact coastal and offshore boaters alike.

Today, the *Soundings* audience engages with us across the full spectrum of media: the monthly print magazine, our website, daily e-newsletters, and social channels that amplify our reach and foster community. Our readers stay connected, active and eager for insight, which makes *Soundings* an ideal environment for brands seeking to engage one of the most qualified audiences of recreational boat owners in North America.

In partnering with *Soundings*, you're aligning with more than a publication. You're joining a platform that's earned its place as a home port for experienced boaters. We look forward to helping you connect with our audience and to making the journey richer, together.



From our helm to yours,

A handwritten signature in cursive script that reads "Jeanne Craig". The signature is written in a dark ink on a light background.

Jeanne Craig
Editor-in-Chief

Editorial

Editorial Departments

Launched: This section features reviews of the newest boat models to hit the docks. It is a go-to resource for owners looking to trade up or down from an existing boat to something brand-new.

Boatworks: Most *Soundings* readers own good boats. And they want to make those boats even better. The advice in this perennially popular DIY section makes that process easier than ever.

Journeys: Half the fun of owning a boat is taking it to interesting cruising destinations. This department will get the whole family excited about the process of planning trips to a variety of new locales.

Technology: Tech trends seem to change as rapidly as the tides in the marine industry. This department keeps the *Soundings* audience up to speed on the developments that shape the way they'll use their boats.

Seamanship: Expert boat captains pen this column, which is designed to improve the boat handling and navigation skills of experienced skippers, although newcomers can learn a lot from this department too.

2026 Editorial Calendar and Deadlines

MARCH

New Models for the Spring Season
Ad Deadline: January 9, 2026

APRIL

Cruising Boats and Liveaboard Designs
Ad Deadline: February 6, 2026

MAY

Sportfishing Boats and Fishing Gear
Ad Deadline: March 6, 2026

JUNE

Multifunction Dayboats and Pontoons
Ad Deadline: April 9, 2026

JULY

Custom Boats and Semi-Custom Boats
Ad Deadline: May 7, 2026

AUGUST

Power, Propulsion, and Tech Trends
Ad Deadline: May 7, 2026

SEPTEMBER

Trailing Special: Boats, Gear and Destinations
Ad Deadline: July 3, 2026

OCTOBER

Boat Show Preview and Fall Decommissioning
Ad Deadline: August 6, 2026

NOVEMBER

Trawlers & Other Passagemaking Boats
Ad Deadline: September 10, 2026

DECEMBER

Chartering Special
Ad Deadline: October 9, 2025

JANUARY 2026

Refits and Restorations
Ad Deadline: November 6, 2026

February 2026

Adventure Cruisers
Ad Deadline: December 3, 2026

Advertising

Special Advertising Sections

APRIL: Gear Up for the Season

MAY: Boatyard Spotlight, Mother's Day Gift Guide

JUNE: New Electronics, Father's Day Gift Guide

AUGUST: Annual Dock & Dine Awards

SEPTEMBER: Winterization & Storage

NOVEMBER: Island Escapes

DECEMBER: Holiday Gift Guide

Ask us about 2026 specialty digital sections to complement your print ads. April (Gear up for the season), June (Father's Day), July (Fourth of July), and September (Winterizing and additives).



Soundings readers are loyal

82%

read every issue.

77%

have followed Soundings for 5+ years.



Why Advertise With *Soundings*?

Soundings entertains and informs a loyal audience of passionate boaters. Our award-winning coverage is designed to inspire and educate our engaged owner/operator audience on the latest developments in boating, while also exploring the heritage, history and passion for a pastime that serious enthusiasts share.

35K+

Monthly Print
Publication Readers

820K+

Annual Website
Page Views

182K+

Social Reach

12K+

Dispatches
E-Newsletter Subscribers

94%

have 20+ years of
boating experience.

67%

are approaching
retirement age, with
more time and wealth
to invest in boating.

48%

have a net worth
over \$1 million.

25.5%

consider themselves
snowbirds and travel
south in the winter
months.

89%

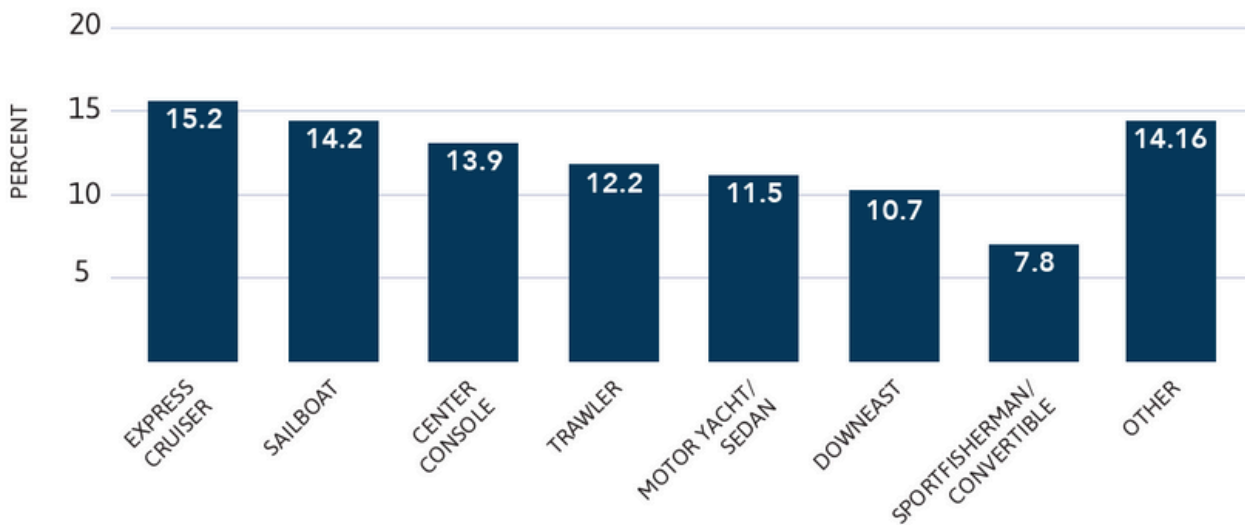
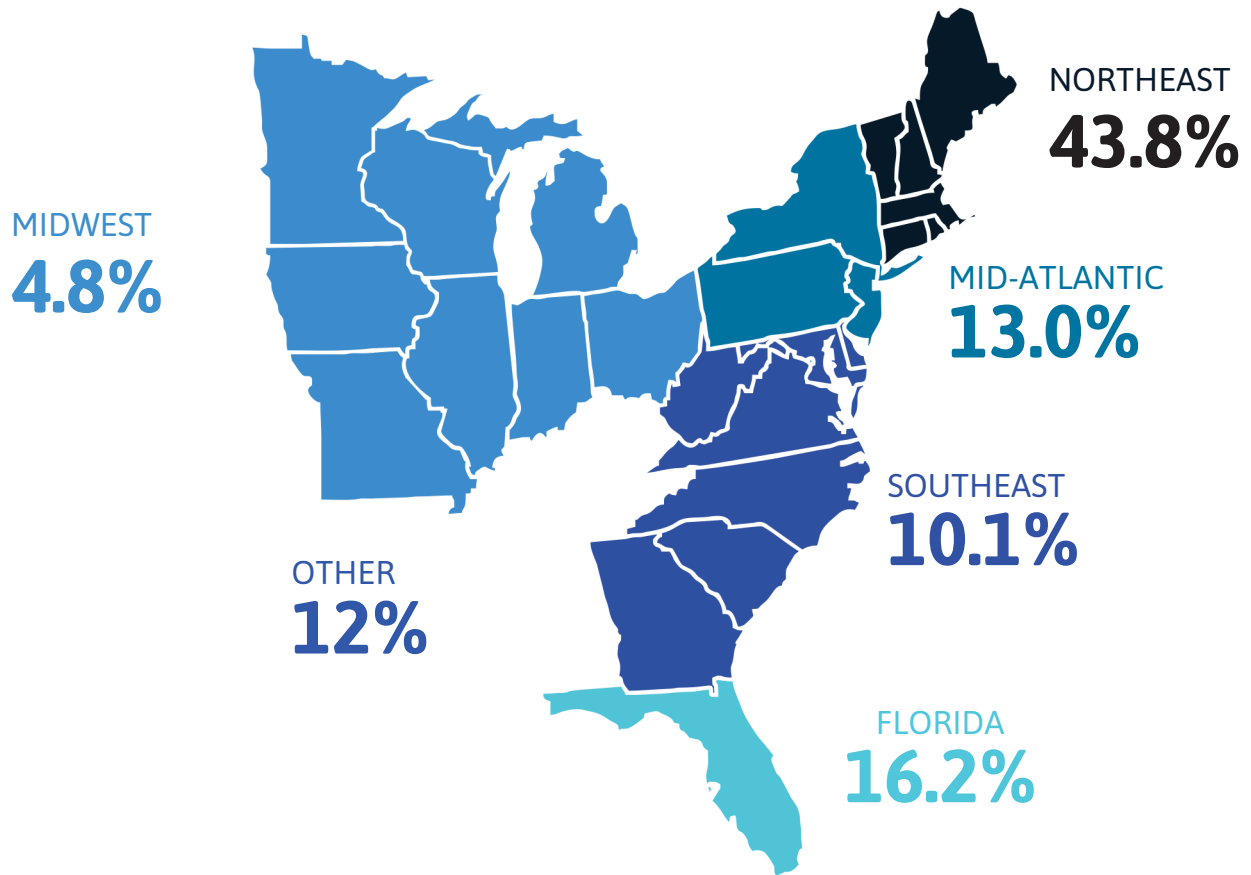
of the audience
owns a boat.

24%

of the boats owned
are 24-46 ft.



Here's Where Our Audience Goes Boating



54.3%
charter boats.

41.5%
have been a member
of a boat club.

Website & Social

Soundingsonline.com provides daily web-exclusive content, including breaking news that impacts boat owners along the Eastern Seaboard, plus reports on new and used boats that allow our audience to research and compare models before making a purchase. Our web content features a deep archive of how-to advice from experts in the marine field who help our audience fine-tune their skills in seamanship, cruising, fishing, sailing, water sports, DIY boat projects and more.



1,000,000

Website Views

2,300,000+

Social Reach

ADDITIONAL OPPORTUNITIES

**BOAT SHOW VIDEO PARTNER PROGRAM
PRODUCT SHOWCASE**

CAPTAIN'S VIDEOS

BOAT SHOWS&EVENTS

WATERFRONT REAL ESTATE

NATIVE CONTENT/EMBEDDED STORYTELLING

CROSS BRAND REAL ESTATE DIGITAL BUNDLE

CUSTOM PUBLISHING

E-Mail

DISPATCHES E-NEWSLETTER

Dispatches is the e-newsletter produced by the editorial team at *Soundings*. Boasting one of the highest open rates of any digital daily for boating consumers, recipients opt in to receive news on topics of high interest to active boaters based in the Northeast, including updates on new boats, engines and gear, plus trends in design, refit and restoration. There are multiple size advertisements available in *Soundings Dispatches* from banners to tiles. Sponsored content includes news, classifieds, marketplace, broker boxes and press announcements.

- 1 MULTIPLE AD DISPLAY PLACEMENTS
- 2 LATEST NEWS STORIES
- 3 SPONSORED CONTENT BUCKET
- 4 BROKER BOXES
- 5 PRESS ANNOUNCEMENTS & EVENTS

SOUNDINGS

Everglades Built for Beyond

285CC

BEST-IN-CLASS OFFSHORE FISHING PERFORMANCE

The new 285cc defines the premium sportfish category with five-star fishing features and impressive comfort. A tournament-ready center console, the 285cc is adventure-equipped to pursue the most sought-after offshore prey, no matter where the chase takes you. And its RAMCAP hull produces a noticeably stable, smoother ride, delivering true offshore confidence.

[SEE IT NOW](#)

CUSTOM EMAIL CAMPAIGNS

The *Soundings* audience is comprised of active boaters who enjoy the boating lifestyle on the East Coast. Readers want more and better information about a wide variety of boats, motors, electronics, and gear, so many of them opt into our third-party email promotions list. Now you can send your custom message directly to this audience!

1 **SOUNDINGS DISPATCHES**

HOME | NEWS | ADVERTISE | VIDEOS
SUBSCRIBE TO MAGAZINE | NEWSLETTER SIGNUP

2 **A Toy for the Rich**

U-Boat Wins reveals their Super Sub at the 2023 Monaco Yacht Show.

[READ MORE](#)

1 **SPONSORED CONTENT**

3 **This is truly a one-of-a-kind deep water dock property with a stunning single level custom home!**

Must see property perched above 230 ft of Hood Canal waterfront overlooking Pleasant Harbor Marina is an immaculate, private, single-level home sited on a luscious emerald-filled 0.2 acres. Consists of two parcels – one including the house and the other a vacant building site perfect for a second home or large – the property is offered as a combination of the two parcels, or you may purchase each parcel independently. With the ownership of both parcels, you will enjoy permanently mooring your yacht and use 60-ft moorage simultaneously on both sides of the new proposed 90-ft deep water dock year-round.

[View Property](#)

4 **BROKER BOXES**

URSA 2014 Yamaha 6.2

Only one of a kind! This is a rare opportunity to own a beautiful, well-maintained boat. The boat is in excellent condition and is ready to go. Call today to see this boat in person. Contact: Bob Peterson 206-841-8800

SWIFT 44 2014 44' Bowrider

Only one of a kind! This is a rare opportunity to own a beautiful, well-maintained boat. The boat is in excellent condition and is ready to go. Call today to see this boat in person. Contact: Bob Peterson 206-841-8800

5 **PRESS ANNOUNCEMENTS & EVENTS**

Wireless Remote Control Docking System

SPONSORED: Discover how you can leave the helm for a closer view & still be in complete control. Dock your boat easily, safely & without stress in light marina slips, even single-handed. Compatibility for... [READ MORE](#)

AIM MARINE GROUP **YACHTS BOATER** **Soundings** **BoatQuest** **MultiBoat**

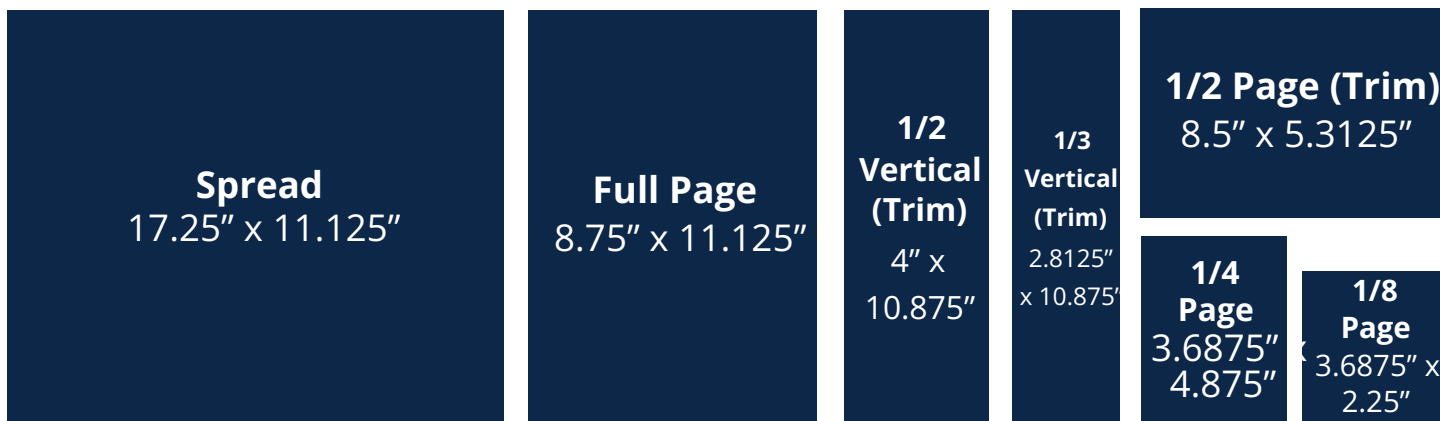
DISPATCHES E-NEWSLETTER

12K subscribers.

3RD PARTY EMAILS

10K subscribers.

Print Information & Specs



Bleed:

Spread: 17.25 x 11.125
Full page: 8.75" x 11.125"
Half Horizontal: 8.75" x 5.5625"
Third Vertical: 2.9375 x 11.125

Non-Bleed:

Spread: 16.25 x 10.125
Full page: 7.75 x 10.125
Half Horizontal: 7.75" x 5.5625"
Half Vertical: 3.6875" x 10.125"

Third Vertical: 2.375" x 10.125"
Quarter Page Vertical: 3.6875" x 4.875"
Eighth Page: 3.6875" x 2.25"

How to Upload your Print Advertising Artwork:

1. Register / Log In

1. Go to <https://firecrown.sendmyad.com/>
2. Already use SendMyAd? Log in with your existing credentials.
3. New user? Click "Click here to register."

2. Upload File

1. From your dashboard, select **SendMyAd** → **Print**
2. Choose the **publication, issue, and ad size**
3. Upload your file (processing takes ~30 seconds)

3. Check for Issues

1. Review messages on the right-hand side
2. Click "More Info" for details or fixes
3. Adjust in the portal (e.g., center/resize) or re-upload if needed

4. Approve Your Ad

1. Green thumbs-up = file approved
2. Red thumbs-down = needs corrections
3. Click the **green thumbs-up** to finalize your ad





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