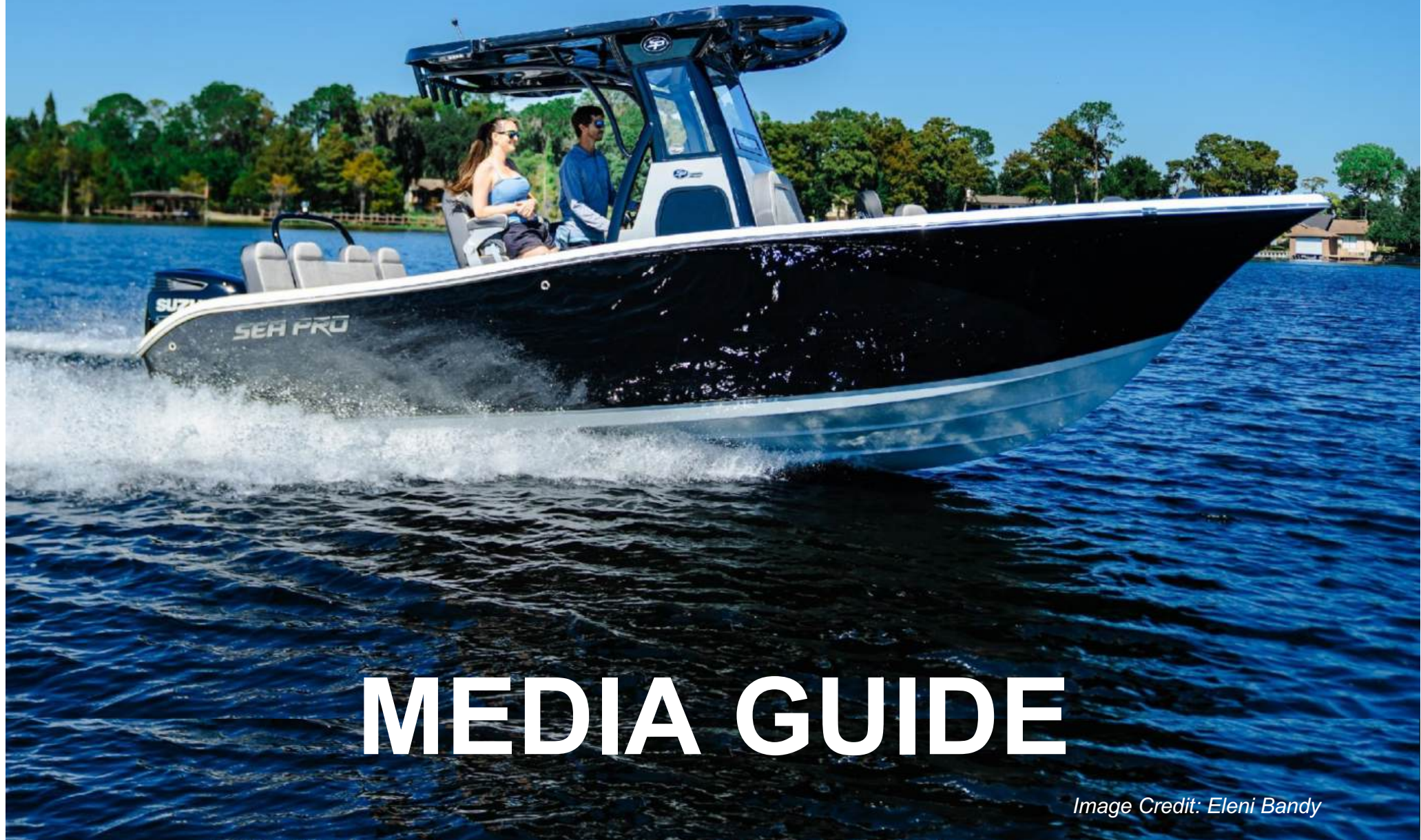


BOATING®

WORLD'S LARGEST POWERBOAT MAGAZINE



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

59,500

CUSTOM EMAIL
SUBSCRIBERS

81,500

EDITORIAL
NEWSLETTER
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

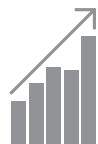
Boating's audiences across all channels (print, web, social & email) represent active, affluent boating enthusiasts who come to us looking for the latest tips, boat reviews and information on gear & equipment. They know we deliver the expert information needed to make a purchase to complement their lifestyle.



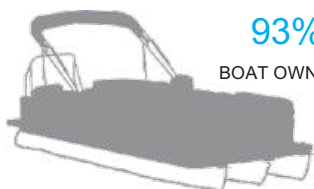
AFFLUENT, EDUCATED PROFESSIONALS



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



MARRIED
81%



NUMBER OF YEARS BOATING

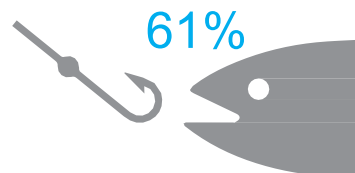
34 YEARS



93%
COLLEGE EDUCATED

BOATING ACTIVITIES HOW THEY USE THEIR BOATS:

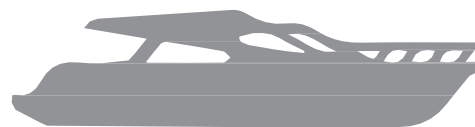
FISHING (ANY)



61%

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

2025 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



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.

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) gray-scale. **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.

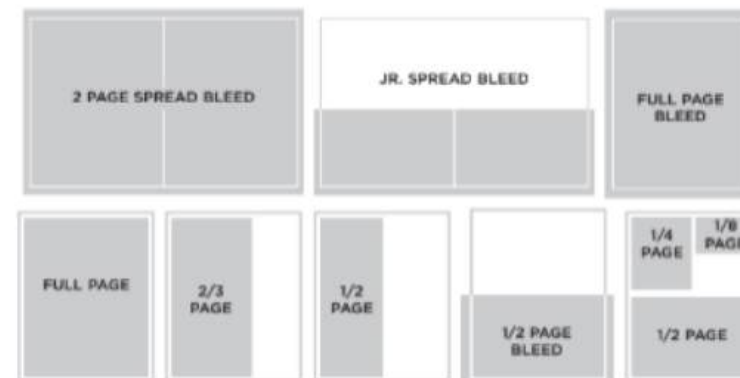
Native files supplied for corrections/adjustments, must be accompanied by the fonts and links used in those files. **(Recommended: use the packaging function in InDesign to gather fonts and links.)** Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines, 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"
2/3 Page Vertical	4.5" x 9.5"		
1/2 Page Vertical	3.312" x 9.5"		
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.



ISSUE THEME & CLOSING DATES

ISSUE	THEME	SPACE CLOSE	MATERIALS DUE	IN HOME & ON TABLETS
Boat Buyers Guide	Boat Reviews	Wed-11/6/24	Thu-11/7/24	Mon-1/6/25
January/February '25	Boat Shows Special	Wed-11/20/24	Thu-11/21/24	Mon-1/6/25
March	Adventure-Fun on the Water	Thu-1/2/25	Fri-1/3/25	Mon-2/17/25
April	Spring Make-Ready	Thu-1/30/25	Fri-1/31/25	Mon-3/17/25
Pontoon Buyers Guide	Pontoon Reviews	Thu-2/20/25	Fri-2/21/25	Mon-4/14/25
May	Boating Safety	Thu-2/27/25	Fri-2/28/25	Mon-4/14/25
June/July	Watersports	Thu-4/3/25	Fri-4/4/25	Mon-5/19/25
August/September	Trailerling	Thu-6/12/25	Fri-6/13/25	Mon-7/28/25
October	Power	Thu-7/31/25	Fri-8/1/25	Mon-9/15/25
November/December	Winterizing	Thu-9/4/25	Fri-9/5/25	Mon-10/20/25
Boat Buyers Guide	Boat Reviews	Mon-11/3/25	Tue-11/4/25	Mon-1/5/26
January/February '26	Boat Shows Special	Mon-11/24/25	Tue-11/25/25	Mon-1/5/26

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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