

# POWER & MOTORYACHT



**2025 MEDIA KIT**

# EDITORIAL MISSION



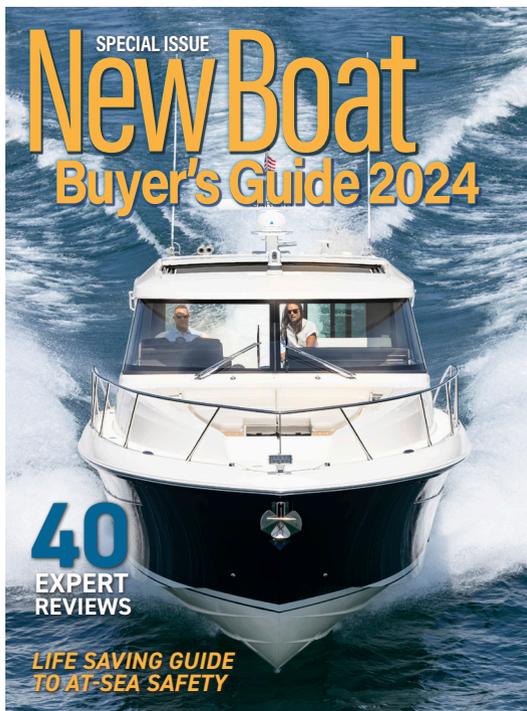
**Power & Motoryacht** magazine, along with a dynamic website, strong social media presence and daily and weekly e-newsletters, serves as the essential guide for serious powerboaters, delivering timely information on the latest boat and yacht launches and designs. New equipment content, maintenance tips, 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*, *Yachts International* and *Anglers Journal*—copies are available on targeted newsstands nationwide, as well as at Ft. Lauderdale, Miami, and Palm Beach boat shows.

Print & Digital Distribution: 57,500+

# 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%
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Future boat purchases expected to be in 25'-46' range	56%
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Future boat purchases expected to be 47' or above	35%
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## BOATING ACTIVITY

Cruise	67%
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Fish	29%
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Overnight cruise	57%
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## CHARTER

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

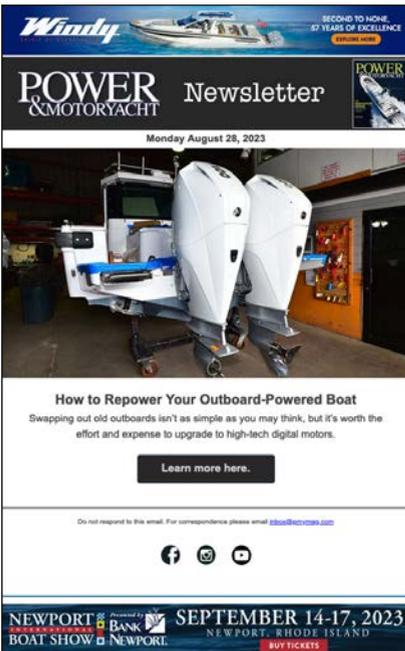
ISSUE	AD CLOSE	ON SALE	ISSUE	AD CLOSE	ON SALE
Jan	11/3/24	12/7/24	June/July	4/14/25	5/23/25
Feb	12/6/24	1/20/25	Aug/Sept	6/7/25	7/18/25
March	1/6/25	2/14/25	Oct	8/15/25	9/12/25
April	2/10/25	3/21/25	Nov	9/8/25	10/17/25
May	3/10/25	4/18/25	Dec	10/6/25	11/14/25



# E-MAIL

## RHUMBLINE E-NEWSLETTER

Rhumbline readers just can't get enough information from us. They opt in to either our daily or weekly e-newsletter for the most up-to-date powerboating news. Fresh content about every aspect of powerboats is covered by our team of industry experts, from marine electronics, new boats, used boats, engines, technology and how-to. 728x90 banner and sponsored content opportunities available.



## SPONSORED CONTENT BUCKET

Promoted in our e-newsletter, a sponsored content block links to a landing page chosen by the client. Our sponsored news includes an image, headline, short copy, and a click thru to a URL link of your choice. There is only one sponsored news advertiser in each daily e-newsletter. Reach thousands of boaters daily with your content.

## E-NEWSLETTER STATS

Subscribers: 27,000

Avg Open Rate: 43%

## CUSTOM EMAIL CAMPAIGNS

Designed to help promote your brand, deliver call-to-action messages to buyers and drive sales for your company's product or service. Send your custom message to our digital audience of opted-in powerboaters today!

## CUSTOM EMAIL STATS

Subscribers: 31,000

Avg Open Rate: 40%



# 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 hosts new boat reviews, how-to and destination spotlights, as well as up-to-the minute video reports from boat shows, visits to boat builders and other industry icons.



**1.54M**  
Annual Website  
Page Views

**234k**  
Social Media  
reach

# FACEBOOK CUSTOM AUDIENCE

Power & Motoryacht has its own unique custom audience profile that removes the guesswork involved in trying to create an audience of qualified boaters on your own. We create our audiences from sources that include our website visitors, email and print subscriber lists, and user engagement on social media channels. With expanded options that include LinkedIn and the Facebook family of products, we will ensure that your ads appear directly in our audience's social media feeds across multiple platforms. Geographic targeting and lead generation campaign options available.

# ADDITIONAL OPPORTUNITIES

- Boat Show Video Partner Program
- Boat Shows & Events
- Podcast
- Product Showcase
- AIM Local/Regional
- Captain's Videos

# SALES TEAM



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