

ENGAGING SERIOUS BOATERS SINCE 1985

POWER & MOTORYACHT



2018 MEDIA KIT



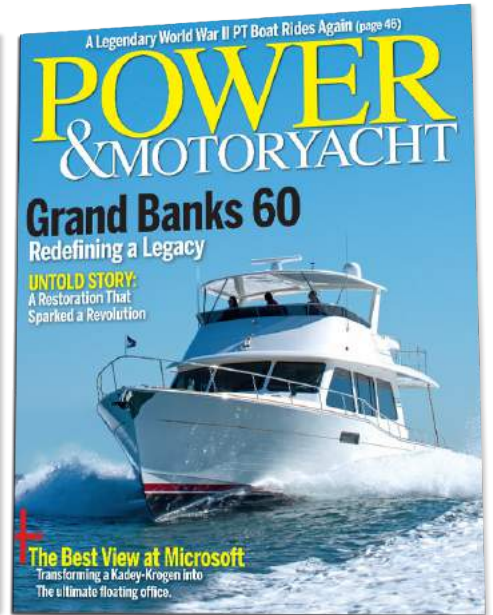
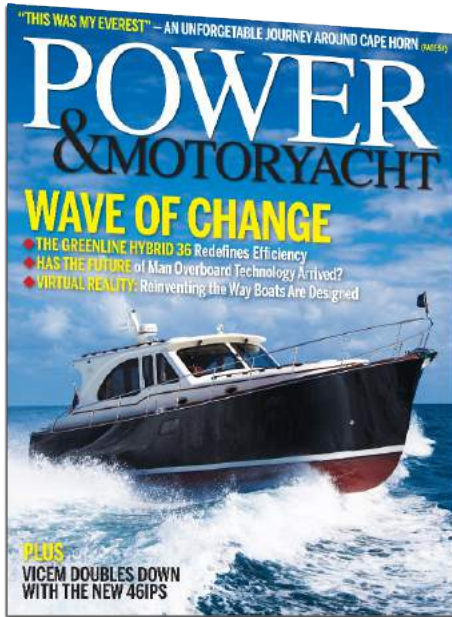
Courtesy of Pursuit Boats

Since 1985, *Power & Motoryacht* has been keeping boaters in the know. The monthly magazine, in conjunction with a vibrant website, active social media presence, and daily Rhumbline e-newsletter, serves as the essential guide for serious powerboaters, delivering up-to-the-minute information on the latest launches and striking designs, hot new technology, powerful, cleaner engines, cutting-edge marine electronics, and the newest equipment and gear. Maintenance tips and cruising ideas help readers get more from their boating, and get them excited to spend more time on the water. *Power & Motoryacht* has a proven circulation model to ensure an audience of engaged prospects by qualifying readers as current powerboat owners.



Courtesy of Sunseeker Yachts

PRINT



POWER & MOTORYACHT BPA Audited

MONTHLY
Circulation: 100,000

Run by the most experienced marine editors in the segment, *Power & Motoryacht* remains the essential guide for the serious boater. We continue to invest in original content and rich photography, and fill each issue with expert advice and insight that our readers have learned to expect. In addition to delivering print magazines directly to consumers, we offer a number of different digital and tablet additions to suit any boater's needs. These include digital versions for iPad, Kindle, Nook, and Android devices, as well as Zinio and Digimag versions. No other magazine delivers the heart of the powerboat market better than *Power & Motoryacht*.

NEW BOAT BUYER'S GUIDE

ON NEWSSTANDS
January 1, 2018



This is the go-to resource for the new boat buyer and serves the boat buying process beyond our print and digital editions. More than 50 new powerboats of all types are tested each year and evaluated in this easy-to-digest format. Produced in conjunction with our other group brands—*PassageMaker*, *Soundings*, and *Yachts International*—copies are available on targeted newsstands nationwide, as well as at the Ft. Lauderdale, Miami, and Palm Beach boat shows. A link to the digital version is sent to more than 200,000 enthusiasts from the Active Interest Media Marine Group

DEMOGRAPHICS

PROFILE OF PMY READER

Male	97%
Average Age	61
Own their Own Home	97%
Average value of primary home	\$800,000
Own real estate other than primary home	60%
Average value of additional real estate owned; in excess of \$1,500,000	
Own waterfront homes	49%
Average HHI	\$401,000
Average Net Worth	\$3,418,000

BOAT OWNERSHIP/ PURCHASING

Own a powerboat	98%
Avg. number of boats owned	2.9
Avg. years or more active boating	25
Plan to buy in next 24 months	36%
Plan to buy new boat	21%
Plan to buy used boat	24%

BOATING ACTIVITY

Cruise	97%
Fish	75%
Extended cruise (3+ days)	80%
Overnight cruise	69%
Offshore/ocean passagemaking	27%
Entertain onboard	83%
Big game fishing	36%
Tournament sportfishing	21%

CHARTER

Plan to charter in next 2 years	85%
Have chartered	43%
Bareboat charter (past 2 years)	64%
Fishing charter	59%
Crewed charter (past 2 years)	30%



POWER & MOTORYACHT

BOATS ELECTRONICS GEAR MEGAYACHTS BLOGS MAINTENANCE SPORTFISHING VOYAGING VIDEOS PHOTOS



Video: Beneteau's Swift Trawler 35

113,000 Monthly Unique Visitors*

** 2017 YTD Google Analytics*

Available ad sizes: 728 x 90, 300 x 250, 300x600, 320x50 Mobile

POWERANDMOTORYACHT.COM

Powerandmotoryacht.com provides boaters with daily web-exclusive content, combined with a large inventory of boat tests and product reviews allowing the audience to research and compare their next powerboat. An exclusive sponsorship of the marine-electronics site Panbo.com provides daily content on this popular market segment. Our content-rich approach has produced double digit, year-over-year audience growth, making it an invaluable platform for marketers who want to reach a highly targeted and engaged audience. 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.




SOCIAL MEDIA

Power & Motoryacht uses Facebook, Twitter, and Instagram to further the brand's mission of keeping serious boaters in the know. From live video aboard boat tests to up-to-the-minute announcements of new boat designs and launches, the enthusiasts that follow our social channels are often the most informed boaters on the dock.

Facebook: 39,357 Likes

Twitter: 3,100 Followers


DIGITAL



POWER & MOTOR YACHT — RHUMBLINE

Wednesday, June 22, 2016

Viking 48 Convertible



The first Viking 48 Convertible hit the high seas more than 30 years ago, and immediately became the leader of the pack. Thanks to an ongoing evolution of design at Viking, this new version adds cruise-worthiness to the fishbox.

[Learn more here.](#)

RHUMBLINE e-newsletter

Rhumbline readers just can't get enough information from us. They opt in to either our daily or weekly eNewsletter 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.

Strategic marketers know that targeting our audience of passionate boaters digitally as well as through print channels enhances their impact.


Audience: Daily 24,288 | Weekly 32,392
Available Ad sizes: 728x90, 300x250

EMAIL

Targeted Promotional Campaigns

Our readers want more and better information about boats, motors, electronics, and equipment, so many of them opt in to our third party email promotions list.

Audience: 18,000 OPT-INS




MAKING *Dreams* COME TRUE

Rates As Low as 3.99%*

- An experienced team dedicated exclusively to marine financing.
- Application answer within 24 hours.
- Innovation and unique products tailored to your needs: construction loans/interest only period loans.
- Credit scores as low as 650 considered.
- No processing fees, no prepayment penalties.
- 1 year complimentary membership VIP Concierge Club service.
- Exclusive Captain's banking package, personal banking at its best.

SHORE PREMIER — FINANCE —

* Fixed rate. Contact us for details on the rate conditions. Rates and terms may vary with market conditions and are subject to change without notice. Subject to credit approval. FDIC



EVENTS



THE PAVILION

You're Invited – Escape. Indulge. Socialize.

COME EXPERIENCE THE AIM MARINE GROUP PAVILION HELD DURING THE 31ST ANNUAL PALM BEACH INTERNATIONAL BOAT SHOW, MARCH 17-20, 2016. THIS PRIVATE OASIS WAS DESIGNED ESPECIALLY FOR OUR INVITED GUESTS, OWNERS, AND INDUSTRY EXECUTIVES TO ENJOY PRIVATE 'MEET & GREET' SESSIONS.

INDULGE IN COMPLIMENTARY LUNCH SERVED FRIDAY AND SATURDAY FROM 12-2PM AND COMPLIMENTARY COCKTAILS THURSDAY THRU SUNDAY STARTING AT NOON.



THE PAVILION

The Pavilion is AIM Marine Group's one-of-a-kind VIP experience for yacht owners, captains, industry executives and invited guests, located within the Fort Lauderdale International Boat Show.

Sponsorship opportunities provide a unique way to reach yacht owners and captains in a relaxed environment where every detail is attended to. From complimentary lunch and cocktails to themed happy hours, the Pavilion is a boat show experience that shouldn't be missed.





POWER & MOTORYACHT

Bob Bauer, Group Publisher, bbauer@aimmedia.com, 401-935-4945

Blake Chasse, Northeast Display, bchasse@aimmedia.com, 617-909-2918

Joe Illes, Mid-Atlantic & Midwest, jilles@aimmedia.com, 757-254-5660

Jessica Schultz, Florida & Brokerage, jschultz@aimmedia.com, 239-738-3132

David Parkinson, Southeast & Caribbean, dparkinson@aimmedia.com, 954-232-4064

Wade Luce, West Coast & Pacific Rim, wluce@aimmedia.com, 949-491-5256

Brad Burton, Showcase/Classified, bburton@aimmedia.com, 860-767-3200 ext. 235

Elena Patriarca, Europe, patriarca.elena@gmail.com, +39 0185 723697

**AIM MARINE GROUP**
A DIVISION OF ACTIVE INTEREST MEDIA

YACHTS **POWER** **Anglers**
& **MOTORYACHT** **Journal**
Trade Only **SOUNDINGS**
REAL BOATS. REAL OWNERS.

New Boat
Buyer's Guide
PassageMaker
THE PASSAGE-MAKING AUTHORITY

AL **Multihull**
SAILOR
Anglers
TV Journal

DANIA MARINE
FLEA MARKET

