

ENGAGING SERIOUS BOATERS SINCE 1985

# POWER & MOTORYACHT



Photo courtesy of Grand Banks

**2019** MEDIA KIT

# EDITORIAL MISSION



Photo courtesy of Cheoy Lee

**Since 1985, *Power & Motoryacht* has been keeping boaters in the know.**

*Power & Motoryacht*, in conjunction with a dynamic website, active social media presence, and daily *Rhumblin* 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 and 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.

## POWER & MOTORYACHT BPA Audited

**MONTHLY**

Circulation: 93,000

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 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. No other magazine delivers the heart of the powerboat market better than **Power & Motoryacht**.



## NEW BOAT BUYER'S GUIDE

**ON NEWSSTANDS**

January 1, 2019



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



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%

# WEB & SOCIAL



## 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 when buying their next powerboat. **Panbo Marine Electronics**, along with other experts, provide daily tests, reviews and other 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.

**104,000 Monthly Unique Visitors\***

*\* 2018 YTD Google Analytics*

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



## 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: 43,546 Followers**  
**Twitter: 3,938 Followers**

# ENews/EMAIL



**POWER & MOTOR YACHT — RHUMLINE**

Wednesday, October 3, 2018

**Hunton H55**



Bred with race boat DNA, the Hunton H55 was born to run.

[See 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 19,054 | Weekly 34,139**  
**Available Ad sizes: 728x90, 300x250**

## 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: 31,477 OPT-INS**

**The All New Picnic Boat 40**

The Picnic Boat 40 brings a fresh perspective on the most successful Hincley series ever built. In 90 years of building the world's most iconic yachts, Hincley set a new standard with the Picnic Boat that captured imaginations everywhere. Beautiful lines, innovative systems and thoroughbred performance are hallmarks.

The layout has been completely reimagined for 2018. A remote-powered and fully stowable hull-side door opens as you approach to ease entry. Her Michael Peters designed carbon epoxy hull provides 35 knot performance in absolute comfort.



# 2019 EDITORIAL CALENDAR

## **JANUARY: BAHAMAS ISSUE**

From popular hot spots to off-the-grid destinations in the Exumas, we educate and inspire readers to rediscover this cruising hot spot. **Ad Close & Materials Due:** 11/8/2018 **On Sale:** 12/11/2018

## **FEBRUARY: NEW BOAT SPECIAL**

We provide expert reviews on the newest models to land on our shores and preview the ones coming on the horizon. **Ad Close & Materials Due:** 12/8/2018 **On Sale:** 1/15/2019

## **MARCH: DESIGN ISSUE**

One of the most important elements of yacht design is what you don't see. Learn how modern hull design is making today's boats faster and more efficient. Plus: Experience a day in the life of a yacht designer. **Ad Close & Materials Due:** 1/10/2019 **On Sale:** 2/12/2019

## **APRIL: LEGENDS & ICONS ISSUE**

From presidents and movie stars to literary giants, we explore the untold stories from the legends that escaped to the sea. **Ad Close & Materials Due:** 2/14/2019 **On Sale:** 3/19/2019

## **MAY: THE SEAMANSHIP ISSUE**

Being safe on the water doesn't happen on accident. We offer expert insight on how to keep you and your crew safe underway. **Ad Close & Materials Due:** 3/14/2019 **On Sale:** 4/16/2019

## **JUNE: CRUISING ISSUE**

From local haunts to far-flung destinations, the editors serve up a heaping dose of cruising inspiration. **Ad Close & Materials Due:** 4/11/2019 **On Sale:** 5/14/2019

## **JULY: SPORTFISHING ISSUE**

We report on the newest battlewagons that were built to battle big game. Find out why fish have a lot to fear coming over the horizon. **Ad Close & Materials Due:** 5/9/2019 **On Sale:** 6/11/2019

## **AUGUST: PACIFIC NORTHWEST SPECIAL**

A rundown on the newest boats to come out of this hallowed cruising ground, as well as the best cruising spots you haven't heard of. **Ad Close & Materials Due:** 6/13/2019 **On Sale:** 7/16/2019

## **SEPTEMBER: THE ADVENTURE ISSUE**

We offer a recount of white-knuckle expeditions that will inspire readers to leave the dock and cruise out of their comfort zone. **Ad Close & Materials Due:** 7/11/2018 **On Sale:** 8/13/2019

## **OCTOBER: TECH SPECIAL**

The editors consult with boat builders and industry experts around the world and inform how up-and-coming technology will influence the way we all go boating. **Ad Close & Materials Due:** 8/8/2019 **On Sale:** 9/10/2019

## **NOVEMBER: BOAT SHOW PREVIEW**

We prepare you for the upcoming boat shows with a look at the newest boats. **Ad Close & Materials Due:** 9/12/2019 **On Sale:** 10/15/2019.

## **DECEMBER: THE GEAR GUIDE ISSUE**

The editors help you plan your next year of cruising with a breakdown of the most underrated boating destination. Prepare to be inspired. **Ad Close & Materials Due:** 10/10/2019 **On Sale:** 11/12/2019



# POWER & MOTOR YACHT SALES TEAM

Bob Bauer, Group Publisher, [bbauer@aimmedia.com](mailto:bbauer@aimmedia.com), 401-935-4945

Blake Chasse, Northeast Display, [bchasse@aimmedia.com](mailto:bchasse@aimmedia.com), 617-909-2918

Joe Illes, Mid-Atlantic & Midwest, [jilles@aimmedia.com](mailto:jilles@aimmedia.com), 757-254-5660

Jessica Schultz, Florida & Brokerage, [jschultz@aimmedia.com](mailto:jschultz@aimmedia.com), 239-738-3132

David Parkinson, Southeast & Caribbean, [dparkinson@aimmedia.com](mailto:dparkinson@aimmedia.com), 954-232-4064

Wade Luce, West Coast & Pacific Rim, [wluce@aimmedia.com](mailto:wluce@aimmedia.com), 949-491-5256

Cathy Breen, Classified & Showcase, [cbreen@aimmedia.com](mailto:cbreen@aimmedia.com), 203-994-4640

Elena Patriarca, Europe, [patriarca.elena@gmail.com](mailto:patriarca.elena@gmail.com), +39 349 6138109

Matt White, [mattajtv@gmail.com](mailto:mattajtv@gmail.com), 203-984-5954