

ENGAGING SERIOUS BOATERS SINCE 1985

POWER & MOTORYACHT



Photo courtesy of Palm Beach Yachts

2021 MEDIA KIT

EDITORIAL MISSION

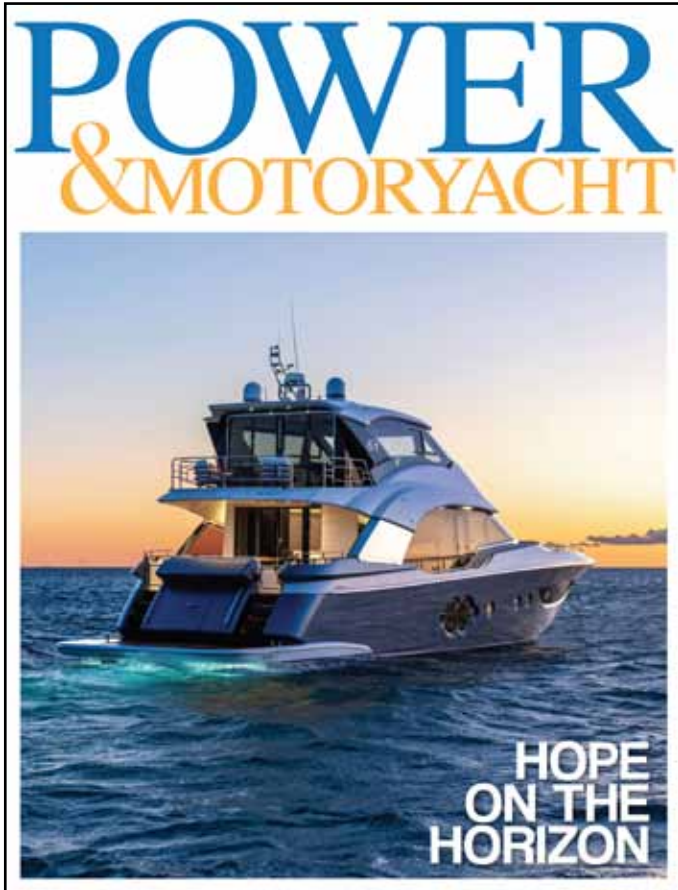
Since 1985, *Power & Motoryacht* has been keeping boaters in the know.

Photo courtesy of Azimut



POWER & MOTORYACHT print magazine, along with a dynamic website, strong social media presence and daily and weekly e-newsletters, serves as the essential guide for serious power-boaters, 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



POWER & MOTORYACHT

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. We continue to invest in original content and rich photography, and 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.

Monthly Circulation: 70,000

NEW BOAT BUYER'S GUIDE

On Newsstands January 1, 2021



The go-to resource for the new boat buyer that serves the boat buyer beyond our print and digital editions. More than 60 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*, *Anglers Journal*, *Outboard*, and *Yachts International*—copies are available on targeted newsstands nationwide, as well as at the Fort Lauderdale, Miami, and Palm Beach boat shows.

A link to the digital version is also sent to more than 200,000 enthusiasts from the Active Interest Media Marine Group.

DEMOGRAPHICS



Photo courtesy of Ocean Alexander

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%

WEB & SOCIAL

Powerandmotoryacht.com provides boaters with daily web-exclusive content, along 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, as well as other experts, provide daily tests, reviews and other content on this popular market segment.

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.

This content-rich approach makes it an invaluable platform for marketers who want to reach a highly targeted and engaged audience.

300,000 Average Monthly Users*
757,085 Average Monthly Pageviews*
Available ad sizes: 728 x 90, 300 x 250, 300x600, 320x50 Mobile



*2020 YTD Analytics



SOCIAL MEDIA

Power & Motoryacht uses social media 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: 50,824
Instagram: 10,100

ENews/Email

RHUMB LINE e-newsletter

Rhumbliners 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.

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

Daily Audience: 15,184
Weekly Audience: 19,942
Available Ad sizes: 728x90, 300x250

Proud 40-year evolution

POWER & MOTORYACHT

Saturday August 29, 2020

Boat Buying Gone Crazy

Boat sales have enjoyed a serious boost post-quarantine. The sentiment of many entering the market: Why wait?

[Read more here.](#)

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OUTER REEF YACHTS

620 TRIDENT

Build pool available immediately

Targeted Promotional Email Campaigns

Discover the Zeelander Z55, a true work of art

Effortless style, timeless design and superior technical solutions are key features found in every Zeelander yacht that is meticulously built in the Netherlands. The latest unit of our landmark Z55 is no exception. Think 360-degree wheelhouse

Quality Marine Equipment Since 1981

A Fender Like No Other...

Fendertex is the only manufacturer of inflatable textile fenders for the yachting market. The Fendertex® standard line offers cylindrical, spherical,

- Ultra lightweight
- Space saving
- Strong and robust
- Customizable

Audience: 17,326

Power & Motoryacht 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.

You can send your custom message directly to this audience!

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. Executive Editor Jeff Moser makes sure you stay informed on the hottest developments each month.

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. But be warned: His destination column will give you a severe case of wanderlust.

GOING THE EXTRA MILE

ORIGINALLY DESIGNED AS A LUXURIOUS CRUISING YACHT, THE EXTRA 86 PIVOTED WHEN A PROSPECTIVE CLIENT MADE A SIMPLE REQUEST: MORE SPEED. BY ALAN HARPER

Electronics: Electronics Editor Ben Stein walks the walk when it comes to marine electronics. His test bed? None other than the 57-foot Carver he lives aboard with his wife and kids. When he's not underway, you can bet he's testing the newest electronics.

Uncharted Waters: Captain Bill Pike is as close as you get to a legend in the marine industry. Every month he invites you into his life to share anything from a great sea story to a maintenance misadventure.

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 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.



Photo courtesy of Hinckley Yachts

2021 Ad Close & On Sale Dates

JANUARY	Ad Close 11/8 , On Sale 12/11
FEBRUARY	Ad Close 12/8, On Sale: 1/15
MARCH	Ad Close 1/10, On Sale: 2/12
APRIL	Ad Close 2/14, On Sale: 3/19
MAY	Ad Close 3/14, On Sale: 4/16
JUNE	Ad Close 4/11, On Sale: 5/14

JULY	Ad Close 5/9, On Sale: 6/11
AUGUST	Ad Close 6/13, On Sale: 7/16
SEPTEMBER	Ad Close 7/11, On Sale: 8/13
OCTOBER	Ad Close 8/8, On Sale: 9/10
NOVEMBER	Ad Close 9/12, On Sale: 10/15
DECEMBER	Ad Close 10/10, On Sale: 11/12

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