

POWER & MOTORYACHT



Photo courtesy of Beneteau

2022 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

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. Our original content and rich photography fill each issue with the expert advice and insight that our readers have learned to expect.

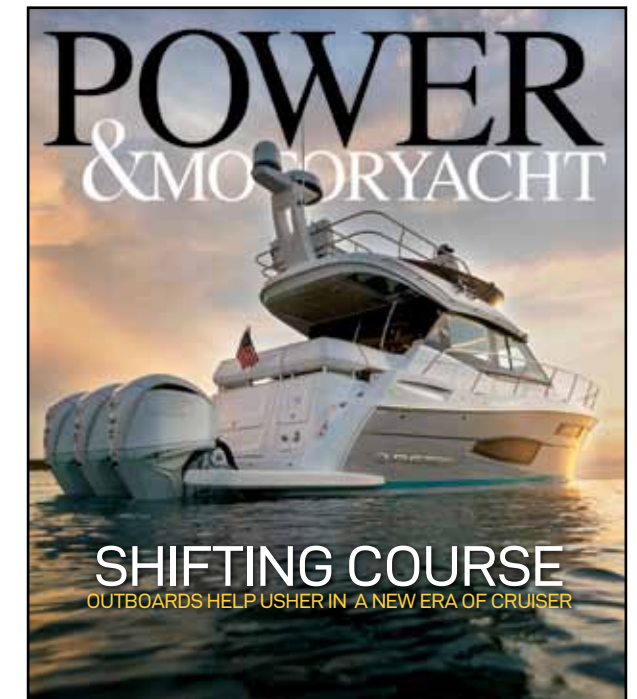
Not only do we deliver print magazines to consumers, we also offer digital and tablet editions to suit any boater's needs. These include digital versions for iPad, Kindle, Nook, and Android devices, as well as Zinio and Digimag versions.

Monthly Circulation: 62,000

NEW BOAT BUYER'S GUIDE

The go-to resource for the new boat buyer that serves the 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.

It has a print distribution of 10,000, and the digital version is sent to over 200,000 enthusiasts from the Active Interest Media Marine Group.



AUDIENCE



Photo courtesy of Riviera

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

BOATING ACTIVITY

Cruise	67%
Fish	29%
Overnight cruise	57%

CHARTER

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

Source: Power & Motoryacht 2021 Audience Study

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 Charlie Levine 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.



Photo courtesy of MCY

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, *PMY* 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.

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.

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

Enews Daily Audience: 23,711

Enews Weekly Audience: 17,465

Average CTR: 14.66%

Average Open Rate: 35.21%



Custom Email Campaigns

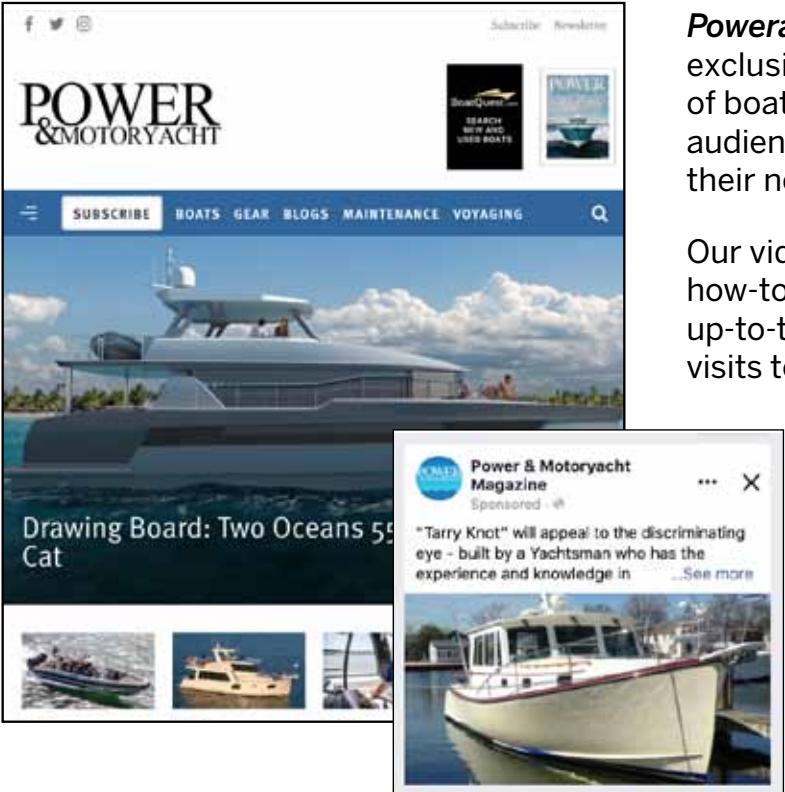
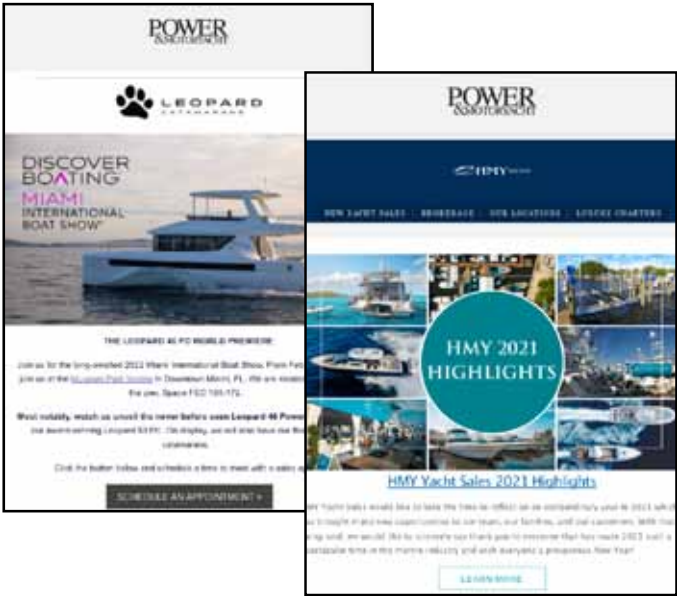
Our readers are active boaters and want more and better information about boats, motors, electronics, and equipment, so many of them opt in to our third party email promotions list.

Now you can send your custom message directly to this audience!

Custom Email Audience: 31,450

Average CTR: 5.34%

Average Open Rate: 24.85%



Powerandmotoryacht.com provides 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.

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.

Average Monthly Users: 212,000

Average Monthly Pageviews: 676,977

Digital Services

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, enthusiasts that follow our social channels are often the most informed boaters on the dock.

Facebook Custom Audience Campaigns: The audience is active and experienced boaters who have connected to *Power & Motoryacht* via the magazine, website, e-newsletter or social channels within the past six months.

- Deliver your ads to our targeted audience of active marine consumers.
- Your ads will appear directly in the PMY audience's social media feeds across the various platforms within the Facebook ecosystem.
- Ability to capture leads that may be delivered directly to your CRM systems.

Sponsored Content Bucket: Want your ad to have more of a native content look? RhumblinE, our daily e-newsletter, is delivered to thousands of boaters each day. Our sponsored news includes an image, headline, 50 words of copy and a click thru to a URL link of your choice. There is only one (1) sponsored news advertiser in each daily e-newsletter.



Photo courtesy of Horizon Yachts

2022 Issue Deadlines

January	Ad Close 11/3 , On Sale 12/7	June/July	Ad Close 4/14, On Sale 5/24
February	Ad Close 12/6, On Sale 1/21	Aug/Sept	Ad Close 6/7, On Sale 7/19
March	Ad Close 1/6, On Sale 2/15	October	Ad Close 8/4, On Sale 9/13
April	Ad Close 2/10, On Sale 3/22	November	Ad Close 9/8, On Sale 10/18
May	Ad Close 3/10, On Sale 4/19	December	Ad Close 10/6, On Sale 11/15

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