

PASSAGEMAKER®

THE LONG-RANGE CRUISING AUTHORITY



2022
MEDIA KIT

REACH THE MOST ENGAGED AND INFORMED AUDIENCE IN THE POWER CRUISING COMMUNITY.



Passagemaker magazine, along with its powerful multimedia and events platforms, is your gateway to the passionate trawler enthusiast and other long-range cruisers who live to venture beyond the reef.

In every issue, *Passagemaker* delivers a wealth of top-shelf, original content from boat reviews, technical expertise, DIY, seamanship and navigation to award-winning stories of voyaging at sea and other nautical endeavors, top cruising destinations, and the best of the trawler lifestyle. Our digital channels include our heavily trafficked website, passagemaker.com; our signature *Channels* e-newsletter; a dynamic social media suite; and our digital version of the magazine.

Our exclusive nationwide events series, Trawlerfest, connects the best of *Passagemaker* directly with our audience in a niche boat show setting, offering educational seminars designed by industry experts to inform and inspire, in addition to a variety of land and water exhibitors to inform your search for the perfect boat.

With over 50,000 downloads since it's launch in 2020, *Passagemaker's* podcast Trawler Talk, continues to develop a strong following.

2022 is shaping up to be an exciting year for trawler nuts. Now is your chance to get onboard!

PASSAGEMAKER MAGAZINE

Passagemaker is steadfastly committed to our readers, subscribers and advertisers. Being cruising enthusiasts ourselves, our team is dedicated to upholding our mission “to provide the best, most credible information in the world about cruising under power. We enable, promote, and stimulate this expanding boating lifestyle, and the boats and products needed to successfully cruise anywhere in safety and comfort.”

Every issue of *Passagemaker* aims to engage and inspire with a healthy balance of compelling stories of seamanship and in-depth technical information. With a flexible editorial schedule, we cover the timeliest, most relevant topics to keep our reader informed, entertained and on the leading edge of this growing niche cruising industry.

Circulation: 22,500 | Readership: 90,000 | Frequency: 8x annually



What *Passagemaker* Magazine readers are saying:

“We continue in our search for the near-perfect boat to purchase, but we also plan to charter a few times to get our sea legs and get a better idea of what we really need. *Passagemaker* will play a large part in helping us figure that out.”

— *Passagemaker* reader

CHANNELS ENEWSLETTER

Our signature e-newsletter delivers the best of *Passagemaker* content, plus breaking news and current events to a highly engaged, opt-in digital audience five times a week. With its industry leading 36% unique open rate and 20% click-through rate, you can be sure your message is highly visible and well-received. Channels remains a huge hit with readers and has grown to include 13,285 plus boaters.

BROKER BOXES

These newsletter boat listings deliver exceptional ROI and get your brokerage boats in front of our 14,083 newsletter subscribers six times per week. Each broker box features one brokerage boat (no boats for sale by owner) and includes an image and link to the listing.

BROKER BOXES



"NV"
2008 80' OUTER REEF

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PASSAGEMAKER

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RISK Insurance solutions for Power Cruisers
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Tuesday, March 1, 2022



Doggersbank 66

For a family of hands-on sailors looking to smoothly transition from mast to motor, the legendary Doggersbank 66 seemed the perfect option.

CUSTOM EMAIL CAMPAIGNS

Passagemaker offers customized e-blasts to our exclusive database list to help you promote your brand, deliver call-to-action messages and drive sales for your company's product or service. Blast your message to our digital audience of 17,466 active and engaged cruisers.

PASSAGEMAKER.COM

Passagemaker.com is more than an online complement to the magazine, it's a hub for trawler and cruising enthusiasts looking for expanded, interactive content on all things nautical. We take readers on a voyage beyond the printed page with enhanced content, including photo galleries, videos and audio commentary on subjects from firsthand cruising stories and current events to highly technical advice and product reviews.

BoatQuest.com
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PASSAGEMAKER
THE WORLD'S CRUISING AUTHORITY

TRAWLER
TALK

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At Trawlerfest Stuart: The Beneteau Swift Trawler 41

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SPONSORED CONTENT BUCKET

Want your ad to have more of a native content look? There is only one (1) sponsored news advertiser in each e-newsletter delivered five times a week. Our sponsored news includes an image, headline, 50 words of copy, and a click thru to a URL link of your choice.

SOCIAL MEDIA   

Passagemaker is active on Facebook, Twitter and Instagram, sharing more of the stories, photos and videos found in the print edition. These channels, as well as interactions with related trawler and cruising groups, allow us to connect with a broad range of active cruisers and yachting enthusiasts.

TRAWLER TALK PODCAST

With over 50,000 downloads to date, Trawler Talk, *Passagemaker's* signature podcast, is for trawler nuts and other cruising diehards who aspire to go farther with their boats. With each episode, Trawler Talk delivers the best of the cruising lifestyle as we dive into topics of interest to boaters everywhere, from safety and seamanship to great destinations and the best cruising stories ever told. Ask your sales representative about sponsorship opportunities!

FACEBOOK CUSTOM AUDIENCE

This audience includes active and experienced cruisers who have connected to *Passagemaker* 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 PMM 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.



Trawlerfest

Trawlerfest is *Passagemaker's* stand-alone series of boat shows designed for cruising enthusiasts. Strategically located in key cruising regions nationwide, Trawlerfest features an impressive in-water selection of new and preowned cruising powerboats, the latest in marine gear and services, first-class education and demonstrations, and plenty of opportunities to connect with serious, qualified buyers.

Trawlerfest offers in-depth destination and technical courses taught by renowned industry experts. These have a wide range of appeal, from beginners to experienced cruisers, with popular topics like diesel engine maintenance, cruising with pets, weather, navigation, systems overviews, and onboard training to name a few. More than a boat show, it's where industry, education and community come together in an intimate, rendezvous-type atmosphere.

What Passagemaker event attendees are saying:

“ We just want to thank *Passagemaker* for putting on such an incredibly high-quality event. I don't think it is overstating it to say that Trawlerfest's have been a huge part of our excitement and enthusiasm for entering the boating world.”



SEMINARS



BOAT SHOW



SOCIAL

Passagemaker readers are avid cruising enthusiasts. For them, there's no middle ground. They're passionate, involved and completely receptive to new ideas and opportunities for making their cruising lifestyle even more enjoyable. Here are a few statistics to help you get to know them better.

KEY DEMOGRAPHICS

Average Age	67
Average Household Net Worth	\$4,146,000
Own their own home	93%
Own a second home	25%
Male / Female	93% / 7%

LOYALTY TO PASSAGEMAKER

Read all or most of each issue	78%
Have followed <i>Passagemaker</i> for over 5 years	57%
Agree that <i>Passagemaker</i> print and digital ads help them stay informed about boats, products, gear & services	94%

BOATING ACTIVITY

Use their boats for coastal cruising, offshore passagemaking, or liveaboard	76% / 16% / 18%
Have 20+ years of boating experience	80%

BOAT OWNERSHIP

Currently own a boat	88%
Boat owners who own a trawler/ motoryacht / cruiser	45% / 16% / 15%
Average length of primary boat	42 feet

FORWARD FOCUSED

Plan to buy a new boat within five years	43%
Average length plan to purchase	44 feet
Plan to buy trawler / motoryacht / cruiser in the future	51% / 17% / 14%
Plan to charter a boat in the future	30%

BOATS & EQUIPMENT INFO SOURCES

Get information on boats & equipment from websites, print magazines or boat shows	91% / 81% / 57%
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SALES TEAM

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