

# POWER & MOTORYACHT

**2022 DIGITAL RATE CARD**

Power & Motoryacht offers a wealth of digital capabilities including e-news, Facebook Custom Audience, 3rd party e-blasts, sponsored news, social media and more! Drive traffic and increase exposure to our large boating industry audience!

## E-NEWSLETTER

The most serious and engaged boaters—the ones who can't get enough nautical news and stories—subscribe to our daily and weekly e-newsletters. Advertising in our e-newsletter is one of the most effective ways to reach your best potential customers.

**Weekly Audience** - 17,497

**Daily Audience** - 23,774

## AD UNITS

728 x 90, 300 x 250

Format: 40k max, JPG,

PNG, GIF (static preferred)

**RATES** \$750/unit



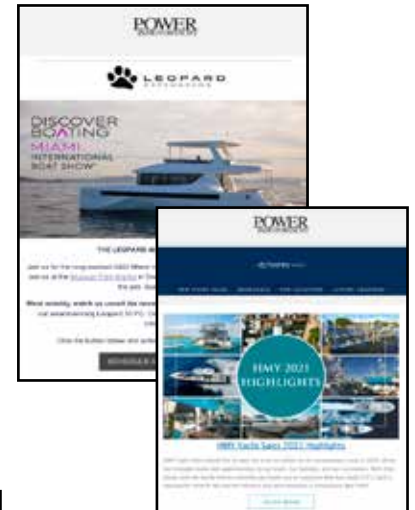
## CUSTOM E-BLASTS (3rd PARTY)

Targeted email marketing will assist in promoting your brand, deliver call-to-action messages to buyers and drive sales for your company's product or service.

Readers want more and better information about a wide variety of boats, motors, electronics, and gear, so many of them opt into our third-party email promotions list. Send your custom message directly to this audience!

**3rd Party Audience** - 31,536

**RATES** \$2,500 for 20,000  
Additional quantities \$125/M



## FACEBOOK CUSTOM AUDIENCE

Deliver your message to PMY's qualified marine consumer audience. We create our custom audience from sources that include recent website visitors, email and print subscriber lists, and user engagement with our brands on Facebook and Instagram. We can add geographic filters to segment delivery to specific states or regions.

**RATES** \$1,800 per campaign

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## POWERANDMOTORYACHT.COM

Our website 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. Our video channel hosts new boat reviews, how-to and destination spotlights, as well as up-to-the-minute video reports from boat shows and visits to boat builders.

## AD UNITS

728 x 90, 300 x 250,  
300 x 600, 320x50  
Format: 200k max,  
JPG, GIF, PNG, Third  
Party SSL Compatible  
Tags, and HTML5.

Animation: 3 loops/  
15 seconds max.

## RATES

\$20/M



## SPONSORED CONTENT BUCKET

Promoted in our e-newsletter, a sponsored content block links to a landing page chosen by the client. Sponsored news includes an image, headline, short copy and a click thru to a URL link of your choice. One (1) sponsored news advertiser in each daily e-newsletter. \$1,500 each.

Contact Wade Luce, Group Publisher, [wluce@aimmedia.com](mailto:wluce@aimmedia.com), 949-491-5256 for more information.