

# 2023 MEDIA KIT

# PASSAGEMAKER<sup>®</sup>

THE LONG-RANGE CRUISING AUTHORITY



*Photo courtesy of Tor Johnson*

AUDIENCE

PRINT



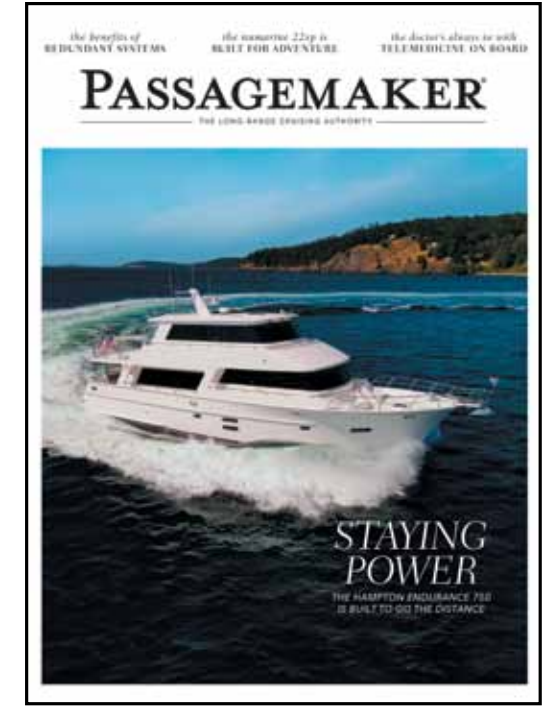
Photo courtesy of Jonathan Cooper

## 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, DIY, technical expertise, 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](http://passagemaker.com); our signature *Channels* e-newsletter; a dynamic social media suite; and our digital version of the magazine. With over 77,500 downloads since it's launch in 2020, *Passagemaker's* podcast *Trawler Talk*, continues to develop a strong following.

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.



## 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 readers informed, entertained, and on the leading edge of this growing niche cruising industry.

**22,500**  
CIRCULATION



**90,000**  
READERSHIP

Photos courtesy of Billy Black, Jonathan Cooper, Alec Burke Enterprises LLC

# DIGITAL PRODUCTS



Photo courtesy of Beneteau/410 Films

# DIGITAL PRODUCTS

## PASSAGEMAKER.COM

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.



Photo courtesy of Rick Fricke

## CHANNELS ENEWSLETTER

Our e-newsletter delivers the best of *Passagemaker* content, plus breaking news and current events to an engaged, opt-in digital audience five times a week. With a 35% unique open rate and 22% click-through rate, you can be sure your message is highly visible and well-received.

## BROKER BOXES

These e-newsletter boat listings deliver exceptional ROI and get your brokerage boats in front of our e-newsletter subscribers. Each features one brokerage boat (no boats for sale by owner) and includes an image and link to the listing.

## CUSTOM EMAIL CAMPAIGNS

We offer 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 17,000 active and engaged cruisers.



## TRAWLER TALK PODCAST

With over 77,500 downloads to date, Trawler Talk, *Passagemaker's* signature podcast, is for trawler nuts and cruising diehards who aspire to go farther with their boats. 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!

## SOCIAL MEDIA

*Passagemaker* is active on Facebook 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.

## 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.

## 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 *Passagemaker* audience's social media feeds across the various platforms within the Facebook ecosystem.
- The ability to capture leads that may be delivered directly to your CRM systems.

# TRAWLERFEST



Photo courtesy of Adobe Stock

# READER PROFILE



Photo courtesy of Nordhavn Yachts

## Trawlerfest

Trawlerfest is *Passagemaker's* stand-alone series of boat shows designed for cruising enthusiasts. Located in key cruising regions nationwide, it features an impressive in-water selection of new and pre-owned 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.



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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Source: Catapult Creative Labs Survey, August 2022

# EDITORIAL CALENDAR



*Photo courtesy of Back Cove*

ISSUE	AD CLOSE	MATERIALS DUE	ON SALE	EDITORIAL FOCUS
Jan/Feb	11/11/22	11/12/22	12/20/22	Family Cruising; Wooden & Custom Boats
March	1/5/23	1/9/23	2/2/23	The Great Loop; Travel and Adventure
April	2/8/23	2/13/23	3/17/23	Refit Guide: Ideas, Tips & Stunning Refits; The Liveaboard Life
May/June	3/30/23	4/3/23	4/28/23	Charter; Electronics; The Down East Issue
July/Aug	5/15/23	5/19/23	6/20/23	Coastal & Pacific Northwest Cruising
September	7/3/23	7/7/23	8/10/23	Design/Boat Building; Multihull Cruising
October	8/14/23	8/17/23	9/19/23	Offshore Cruising Special; Maintenance/DIY
Nov/Dec	9/26/23	9/29/23	11/1/23	Boat Buying & Brokerage; Caribbean/Island Cruising

\* editorial/dates subject to change

## SALES

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