



BOATING[®]

WORLD'S LARGEST POWERBOAT MAGAZINE

MEDIA GUIDE

INDEPENDENT. KNOWLEDGE. IRREVERENT.

Founded in 1956, *Boating*, the world's largest powerboat magazine, remains the most trusted source of boating information on the planet. Produced by the most experienced and award-winning staff in the industry, *Boating* delivers a mix of content to the broadest swath of the boating public through a variety of channels. With its heavy emphasis on buying information and do-it-yourself maintenance, *Boating* is a resource, and a source of inspiration and empowerment, for powerboaters of all types.



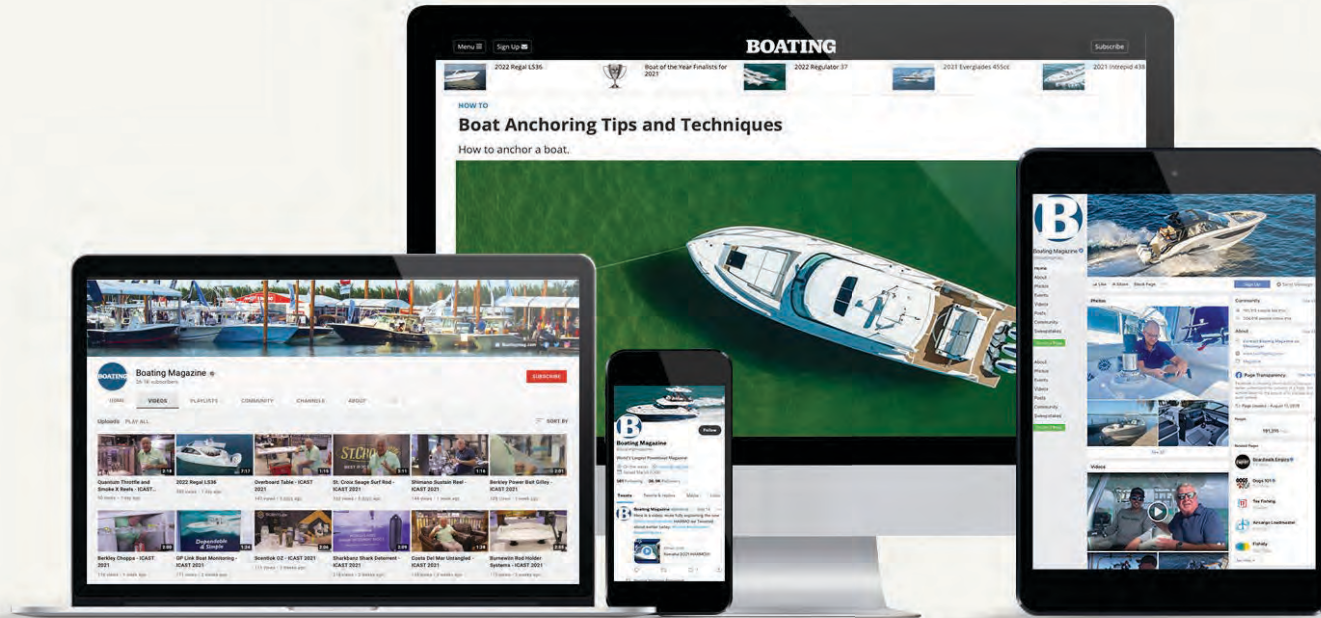
BRAND OVERVIEW

105,000
DISTRIBUTION

8X
FREQUENCY

1,009,000+
TOTAL BRAND FOOTPRINT

ALL ISSUES ARE AVAILABLE ON TABLETS AND EREADERS, INCLUDING THE IPAD, NOOK AND KINDLE.



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BOATINGMAGAZINE

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YouTube
BOATINGMAGAZINE

533,034
AVG. MONTHLY
PAGE VIEWS

348,237
AVG. MONTHLY
UNIQUE VISITORS

323,900+
SOCIAL MEDIA
AUDIENCE

66,000
CUSTOM EMAIL
SUBSCRIBERS

93,000
EDITORIAL
NEWSLETTER
SUBSCRIBERS

Boating's audience is comprised of boaters who are actively researching the newest boats, gear and how-to information. Using research and database management, we can identify, surface and activate high-value participants across all of our media channels in order to drive tangible results.

SOURCE: GOOGLE ANALYTICS 1/1/21 - 12/31/21

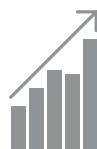
AUDIENCE PROFILE

Boating's audiences across all channels (print, web, social & email) represent active, affluent boating enthusiasts who come to us looking for the latest tips, boat reviews and information on gear & equipment. They know we deliver the expert information needed to make a purchase to complement their lifestyle.

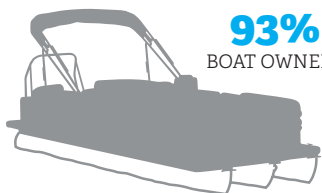
AFFLUENT, EDUCATED PROFESSIONALS



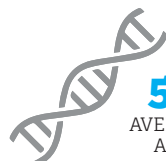
AVERAGE
HOUSEHOLD
INCOME
\$222,400



AVERAGE
NET WORTH
**\$1.66
MILLION**



93%
BOAT OWNERS



58
AVERAGE
AGE



39%
PLAN TO BUY
OR ARE DEFINATELY
CONSIDERING
BUYING A BOAT



93%
MALE



7%
FEMALE



MARRIED
81%



NUMBER
OF YEARS
BOATING
**34
YEARS**



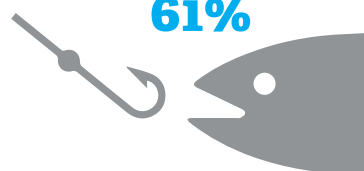
93%
COLLEGE
EDUCATED



BOATING ACTIVITIES HOW THEY USE THEIR BOATS:

FISHING (ANY)

61%



SALTWATER FISHING

31%

FRESHWATER FISHING

30%



77%

DAY CRUISING

65%

ENTERTAINING
ON BOARD

TOP 5 BOATS PLANNED TO BUY

1. CENTER CONSOLE
2. CRUISER
3. BOW RIDER
4. PONTOON
5. WALK AROUND/CUDDY CABIN BOAT



TOP 5 BOAT TYPES OWNED

1. BOW RIDER
2. CENTER CONSOLE
3. CRUISER
4. WALK AROUND/CUDDY CABIN BOAT
5. PONTOON

Source: 2020 Boating Reader Survey

PRINT

JANUARY/FEBRUARY 2023	MARCH	APRIL	MAY	JUNE/JULY
BOAT SHOW SPECIAL <ul style="list-style-type: none"> • Ways to Finance Your Boat • Boat of the Year Winner • How to Properly Load Your Boat • BoatingLAB: "Best Of" 	ADVENTURE / FUN ON THE WATER <ul style="list-style-type: none"> • Boat Engineering for Gyro Stabilizers • V-Drive Action Adventure • Off My Dock: Going for It • BoatingLAB 	SPRING MAKE-READY <ul style="list-style-type: none"> • Flipping the Switch: How to go Electric • Off My Dock: Spring Fling • Chain and Rope 	BOATING SAFETY <ul style="list-style-type: none"> • New Life Jacket Designations • Sun Protection Roundup • Kids Boating Safety Classes 	WATERSPORTS <ul style="list-style-type: none"> • Surfing Up a Wakesurfer • Ski Season • Tow Toy Roundup
AUGUST/SEPTEMBER	OCTOBER	NOVEMBER/DECEMBER	JANUARY/FEBRUARY 2024	
TRAILERING <ul style="list-style-type: none"> • 8 Great Trailer Accessories • Electric Sterndrive Conversion • The Older, The Better 	POWER <ul style="list-style-type: none"> • What Makes a Bass Motor? • Remembering Jose Wejebe • Electric Power 	WINTERIZING <ul style="list-style-type: none"> • Boat of the Year Finalists • Holiday Gift Guide • Lobster Three Ways 	MARINE ACCESSORIES <ul style="list-style-type: none"> • TBD 	

WEB

FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
<ul style="list-style-type: none"> • Boat Of The Year Coverage • Boat-Buying Tips for PWCs • What to See At MIBS • PWC Lifejacket Video 	<ul style="list-style-type: none"> • Boat Tests 	<ul style="list-style-type: none"> • Guide to Spring Make Ready • DIY How-to Video 	<ul style="list-style-type: none"> • Safety Blogs • How To's • Equipment Recommendations 	<ul style="list-style-type: none"> • Hurricane Guide • Tow Toy Video Reviews • Father's Day Gift Guide 	<ul style="list-style-type: none"> • Bass Fishing Motors Roundup • How-to Surf Up a Wakesurfer
AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY 2024
<ul style="list-style-type: none"> • Fun on the Water 	<ul style="list-style-type: none"> • Trailering • Electric Sterndrive Conversion 	<ul style="list-style-type: none"> • Boat Buying 	<ul style="list-style-type: none"> • Winterizing • Year-Round Boating • Wax On 	<ul style="list-style-type: none"> • Ten Best Tips • Marine Accessories 	<ul style="list-style-type: none"> • TBD

SOCIAL

FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
<ul style="list-style-type: none"> • MIBS Live Coverage • Boat Tests 	<ul style="list-style-type: none"> • Boat Tests • Kit Weekend Workbook 	<ul style="list-style-type: none"> • DIY Things • March Maritime Madness 	<ul style="list-style-type: none"> • Safety Tip of the Day • Three Key Things Videos 	<ul style="list-style-type: none"> • Kit DIY Weekend Workbook • Pets On Board Contest - TBD 	<ul style="list-style-type: none"> • DIY Weekend Workbook • Pets On-Board Contest - TBD
AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY 2024
<ul style="list-style-type: none"> • Trailer Mishaps • Freshwater Boat and Gear Buyers Guide 	<ul style="list-style-type: none"> • Trailer Special • Powerboating 	<ul style="list-style-type: none"> • Engines, engines, engines • Fall Foliage Contest, Show & Test 	<ul style="list-style-type: none"> • Facebook Gift of the Day • DIY Weekend Workbook 	<ul style="list-style-type: none"> • Pets On Board Contest - TBD • Winterizing 	<ul style="list-style-type: none"> • TBD

E-NEWS

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<ul style="list-style-type: none"> • Boat Buyers Guide Special • Boat of the Year Presentation 	<ul style="list-style-type: none"> • Fuel Consumption Special 	<ul style="list-style-type: none"> • Spring Make Ready • Powerboating 	<ul style="list-style-type: none"> • Boating Safety • Powerboating 	<ul style="list-style-type: none"> • Boating Safety • Powerboating 	<ul style="list-style-type: none"> • Watersports Special • Powerboating
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<ul style="list-style-type: none"> • Guide to Docking • Powerboating 	<ul style="list-style-type: none"> • Freshwater Boat and Gear Buyers Guide 	<ul style="list-style-type: none"> • Trailer Special • Powerboating 	<ul style="list-style-type: none"> • Guide to Winterizing • Powerboating 	<ul style="list-style-type: none"> • Winterize Special • Powerboating 	<ul style="list-style-type: none"> • Powerboating

*Calendar subject to change; Additional topics will be discussed through the year

PRINT SPECIFICATIONS

Trim Size: 8.125" x 10.75"

Binding: Perfect Bound, Jog to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

AD SIZES: Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

REQUIRED FORMAT: PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

PROOFS: Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

INSERTS: Consult your advertising representative. Production, design and prepress services are available; rates upon request.

If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Ad materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.

PRODUCTION GUIDELINES

For all bleed ads: Build file to document size and add .125 in. bleed on all 4 sides. Ensure crop marks are .125" outside of the bleed, or do not include.

Allow .25 in. safety area within trim on all 4 sides (no live matter)

Spread ads: Supply in a single document

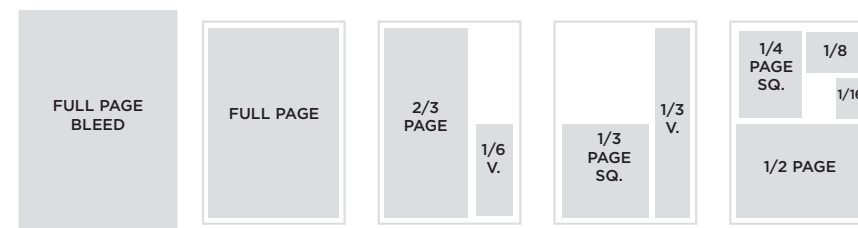
MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

PHOTOS: Supplied images should be high res (300 dpi) in CMYK. B/W images must be high res (300 dpi) gray-scale. **Images supplied in RGB will be converted to CMYK.**

LOGOS: Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

Native files supplied for corrections/adjustments, must be accompanied by the fonts and links used in those files. **(Recommended:** use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

Ad Size	Non-bleed	Bleed	Trim
Full Page	7"W x 10"H	8.375"W x 11"H	8.125"W x 10.75"H
Two Page Spread	—	16.5" x 11"	16.25" x 10.75"
1/2 Page Spread	15" x 4.875"	16.5" x 5.5"	16.25" x 5.25"
2/3 Page Vertical	4.5" x 9.625"	PRODUCTION NOTES Allow .25" safety area within TRIM on all 4 sides (no live matter) Ensure crop marks are .125" outside of the bleed, or do not include.	
1/2 Page Horizontal	6.875" x 4.687"		
1/3 Page Vertical	2.125" x 9.625"		
1/3 Page Square	4.5" x 4.687"		
1/4 Page Square	3.312" x 4.687"		
1/6 Page Vertical	2.125" x 4.687"		
1/8 Page Square	3.312" x 2.25"		
1/16 Page Vertical	1.5"x 2.25"		



ISSUE THEME & CLOSING DATES

ISSUE	THEME	SPACE CLOSE	MATERIALS DUE	ON SALE	ON TABLETS
Boat Buyers Guide	Boat Reviews	Wed-11/9/22	Thu-11/10/22	Tue-12/27/22	Mon-12/26/22
January/February '23	Boat Shows Special	Wed-11/23/22	Mon-11/28/22	Tue-1/10/23	Mon-1/9/23
March	Adventure-Fun on the Water	Wed-1/4/23	Thu-1/5/23	Tue-2/28/23	Mon-2/27/23
April	Spring Make-Ready	Wed-2/1/23	Thu-2/2/23	Tue-3/28/23	Mon-3/27/23
Pontoon Buyers Guide	Pontoon Reviews	Wed-2/22/23	Thu-2/23/23	N/A	N/A
May	Boating Safety	Wed-3/1/23	Thu-3/2/23	Tue-4/25/23	Mon-4/24/23
June/July	Watersports	Wed-4/12/23	Thu-4/13/23	Tue-5/30/23	Mon-5/29/23
August/September	Trailerling	Wed-6/14/23	Thu-6/15/22	Tue-8/8/22	Mon-8/7/23
October	Power	Wed-8/2/23	Thu-8/3/23	Tue-9/26/23	Mon-9/25/23
November/December	Winterizing	Wed-9/6/23	Thu-9/7/23	Tue-10/31/23	Mon-10/30/23
Freshwater Boat Buyers Guide	Boat Reviews	Wed-9/13/23	Thu-9/14/23	N/A	N/A
Boat Buyers Guide	Boat Reviews	Wed-11/8/23	Thu-11/9/23	Tue-12/26/23	Mon-12/25/23
January '24	Marine Accessories	Wed-11/22/24	Mon-11/27/24	Tue-1/16/24	Mon-1/15/24

AD MATERIAL SUBMISSIONS

Ad files should be delivered via our Ad Portal at bonniercorp.sendmyad.com.

SEND ALL OTHER MATERIALS TO:

BOATING MAGAZINE

Attn: Peter Coffin
517 N. Virginia Ave.
Winter Park, FL 32789

PRODUCTION CONTACT

Phone: 407-571-4740
peter.coffin@Bonniercorp.com

We do not accept ads via e-mail.

Electronic files are stored for one year only, unless otherwise requested in writing.



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