



2025 Discover Boating® Boat Shows Official Show Guides RATE CARD

Discover Boating Boat Shows showcase the boating lifestyle to the public, offering a dynamic, experiential marketplace that directly engages consumers.



215K two year average annual attendance

SHOW GUIDE DETAILS:



- o Distributed at show entrances and other points throughout each show
- o Published online year-round on each show website's home page
- o Limited number of full-page ads available in each publication

WHY ADVERTISE:

Reach a highly targeted audience of well-qualified boaters and buyers.

MORE THAN 215K guests attend Discover Boating® boat shows annually
MORE THAN 75% are boat owners
64% use the show guide onsite at shows
46% keep the guide as a resource after the show

RATE CARD

2025	Printed Distribution	Full Pag Ad	Front Cover	Inside Front Cover	Back Cover
 Norwalk	5,000	\$500	\$1100	\$750	\$850
 Northwest	16,000	\$1250	\$2600	\$1700	\$2000
 Chicago	19,500	\$1500	\$2700	\$1800	\$2100
 Atlanta	15,000	\$1250	\$2700	\$1800	\$2100
 Minneapolis	15,000	\$1250	\$2700	\$1800	\$2100
 Louisville	19,000	\$1500	\$2900	\$1900	\$2200
 New York	20,000	\$1500	\$2900	\$1900	\$2200
 New England	18,000	\$1250	\$2700	\$1800	\$2100
 Atlantic City	15,000	\$1250	\$2700	\$1800	\$2100



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Discover Boating Boat Shows

Show Guide 2025

Ad received by: December 2, 2024

Email: Document name should include "Company Name_Show Name" emailed to dharewood@nmma.org

Ad Size: full page color ads only, PDF format

Advertising Spec Sheet

Standard US Publication Specs

PLEASE NOTE: When designing your artwork please take special care to ensure that company logos, contact details, or any other important information is kept within the copy area of 10.5" x 8". Please contact us with any questions.

ARTWORK: Please supply all artwork designed to the correct dimensions above as a high resolution (300 dpi) PDF with all colors converted to CMYK and all fonts embedded.

All dimensions are in inches.

