

PASSAGEMAKER®

— THE WORLD'S CRUISING AUTHORITY —



— 2026 MEDIA KIT —

Reach the most engaged and informed audience in the power cruising community.

Passagemaker, 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.



PASSAGEMAKER
THE WORLD'S CRUISING AUTHORITY

PASSAGEMAKER IN PRINT

MAGAZINE

12,000

circulation

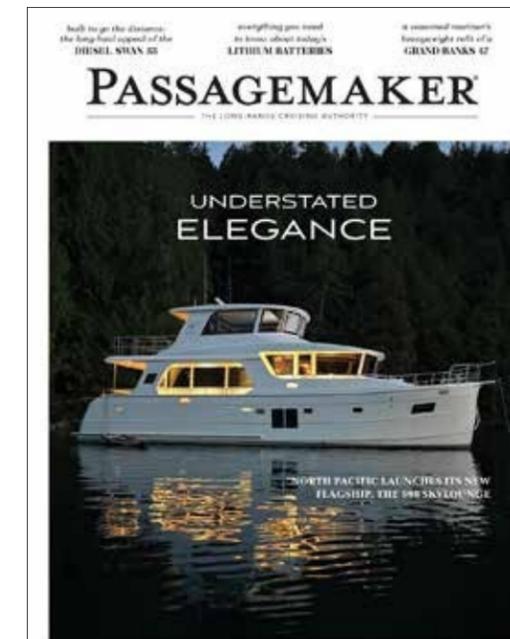
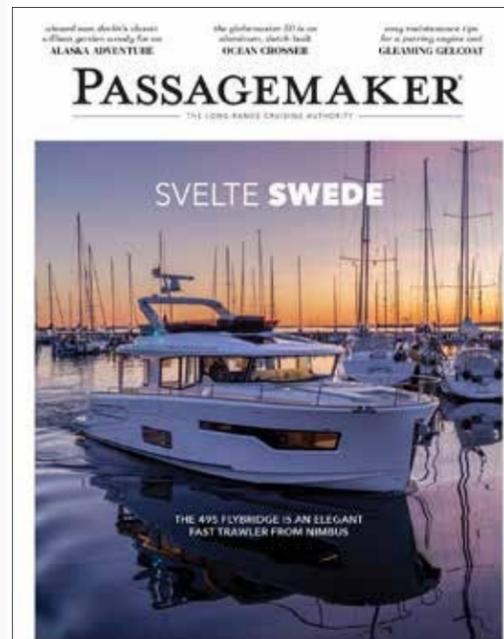
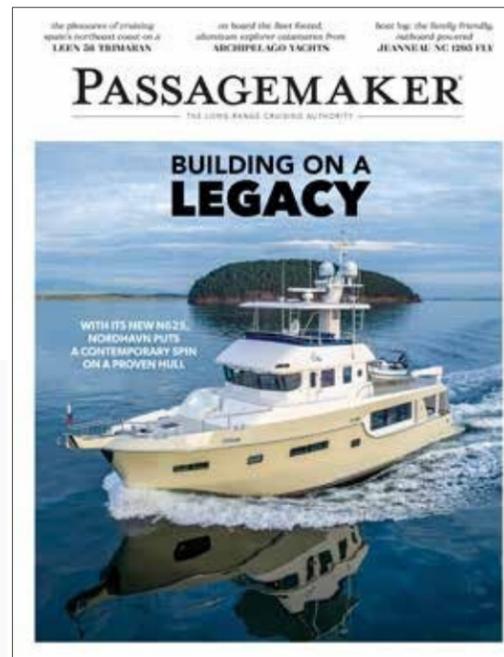
90,000

readership

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.



We cover the timeliest, most relevant topics to keep our readers informed, entertained, and on the leading edge of this growing niche cruising industry.



SOCIAL & DIGITAL

SOCIAL MEDIA
(FACEBOOK + INSTAGRAM)

30,500,000
annual views

SOCIAL MEDIA
(FACEBOOK + INSTAGRAM)

4,200,000
annual reach



PODCAST

200,000+

downloads to date

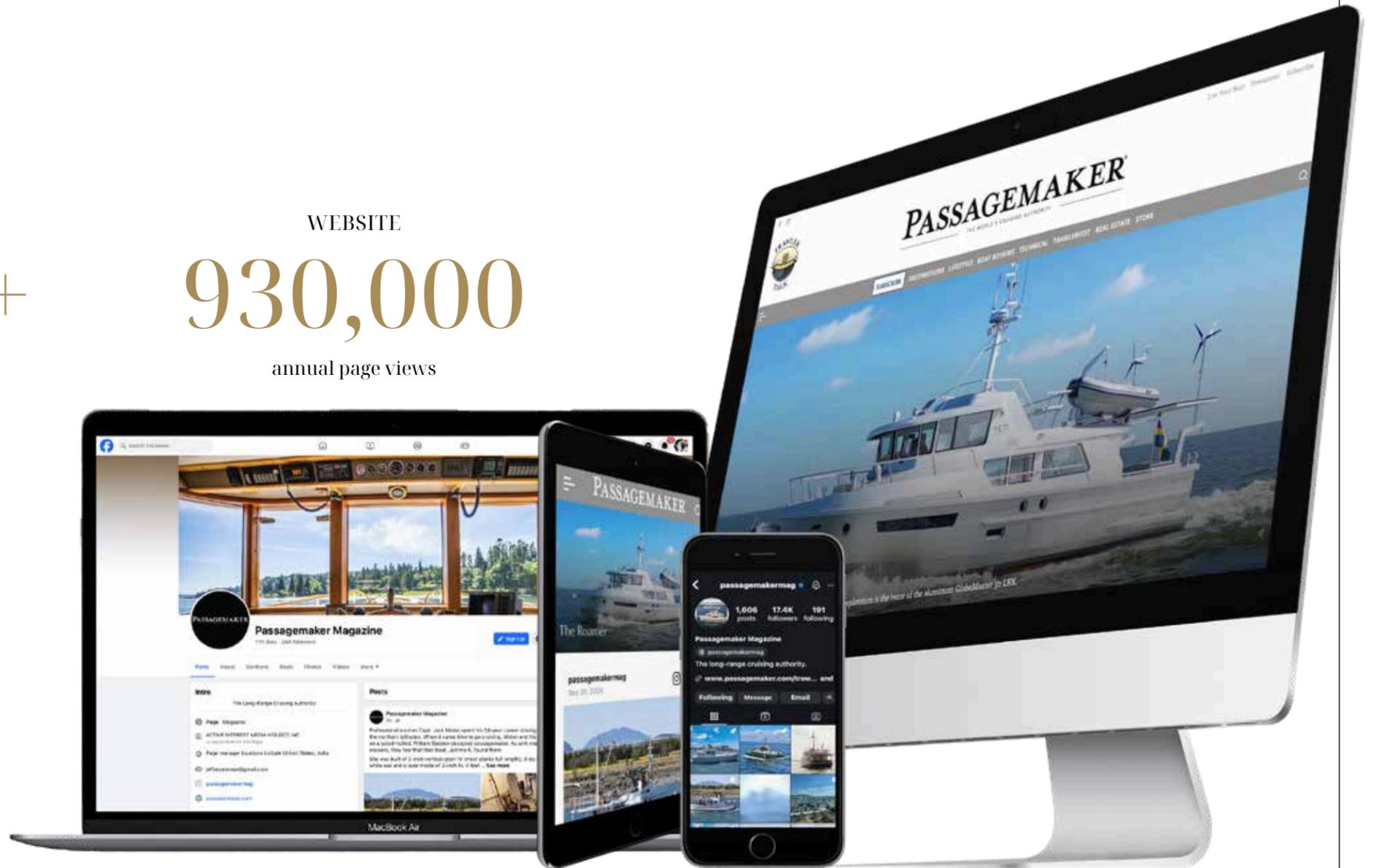
WEBSITE

930,000

annual page views

Trawler Talk, Passagemaker's signature podcast, is for trawler nuts and cruising diehards who aspire to go farther with their boats. 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! *Ask your sales representative about*



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Trawler Talk

EMAIL

17,000

daily e-news subscribers

EDITORIAL E-NEWSLETTER

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 an average open rate of 50%, you can be sure your message is highly visible and well-received.

15,000

custom email subscribers

SPONSORED INCLUSION

We offer customizede-blasts to our exclusive database list to help you promote your brand. With an average open rate of 45%, 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.





*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.

PASSAGEMAKER
THE WORLD'S BEST CRUISING AUTHORITY



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READER PROFILE

94%

of our readers agree *Passagemaker* print and digital ads help them stay informed about boats, products, gear & services

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 *Passagemaker* for 5+ years 57%

BOATING ACTIVITY

Our readers use their boats for:

Coastal cruising 76%
Offshore passagemaking 16%
Liveaboard 18%
Have 20+ years of boating experience 80%

BOAT OWNERSHIP

Currently own a boat 88%

Type of boat:

Trawler 45%
Motoryacht 16%
Cruiser 15%

Average length of primary boat 42 feet

FORWARD FOCUSED

Plan to buy a new boat within five years 43%

Average length 44 feet

Plan to buy:

Trawler 51%
Motoryacht 17%
Cruiser 14%

Plan to charter a boat in the future 30%

BOATS & EQUIPMENT INFO

Get information on boats & equipment from:

Websites 91%
Print magazines 81%
Boat shows 57%

BOAT SHOWS

Trawlerfest

BOATSHOW • SEMINARS • RENDEZVOUS

Trawlerfest is *Passagemaker's* stand-alone series of boat shows (Anacortes • Stuart • Baltimore) 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,

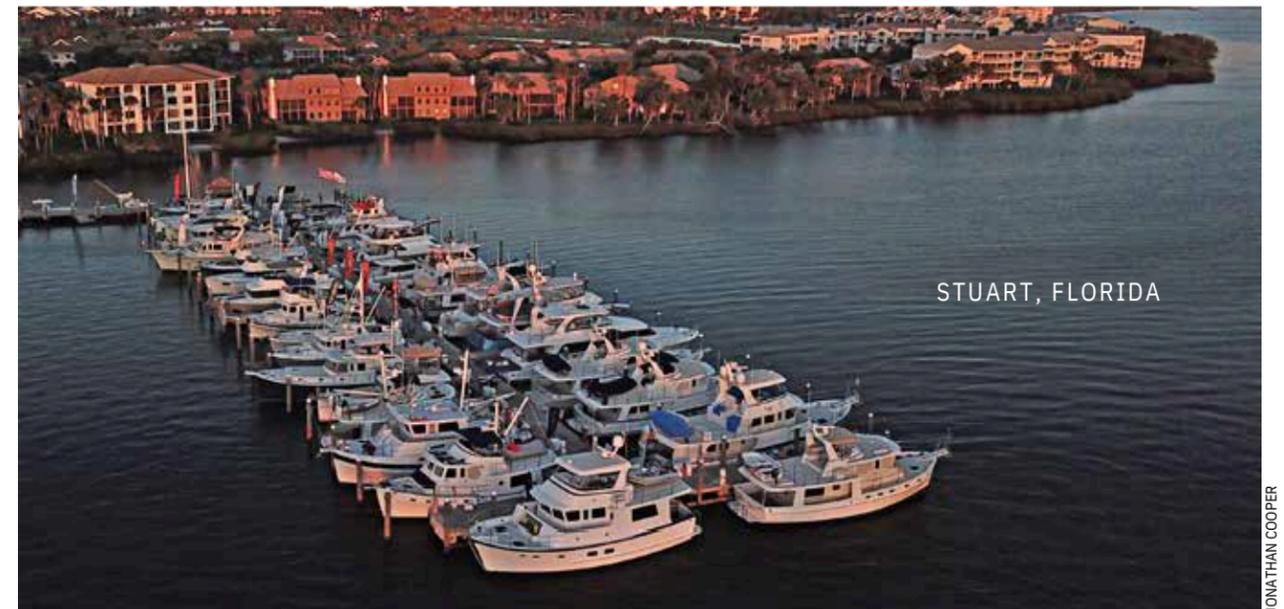
with popular topics like diesel engine maintenance, cruising with pets, weather, navigation, systems overviews, and onboard training to name a few.

Offering demonstrations & first-class education with 25+ seminars to choose from

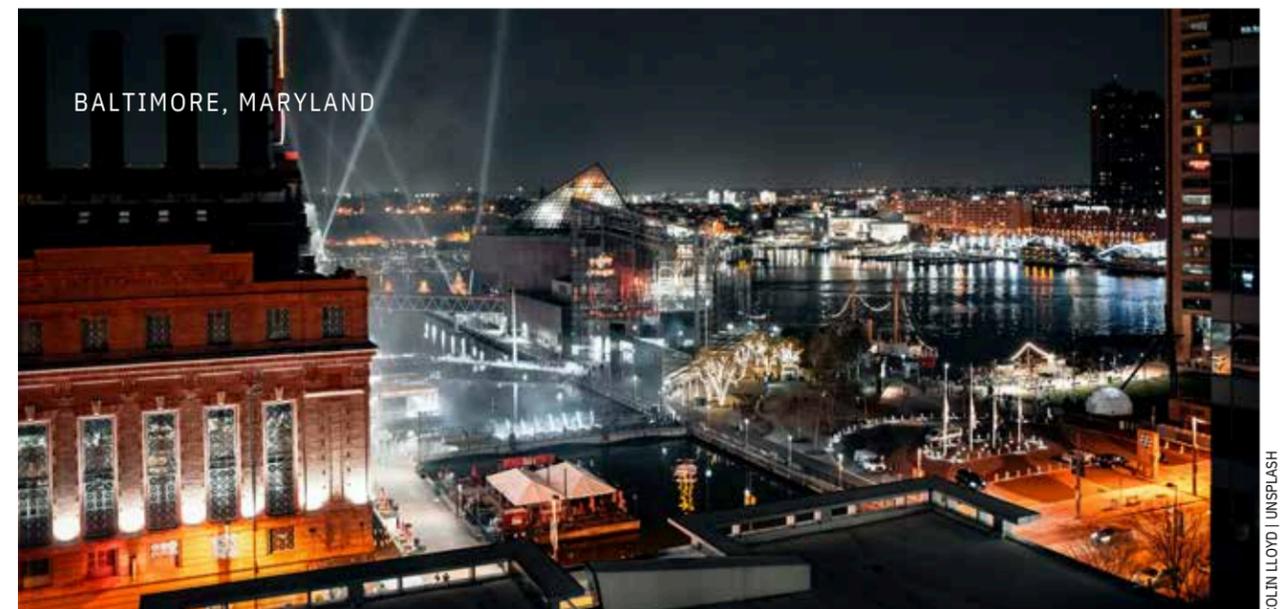
More than a boat show, it's where industry, education and community come together in an intimate, rendezvous-type atmosphere.



JEFF MOSEY



JONATHAN COOPER



COLIN LLOYD | UNSPLASH

2026 EDITORIAL CALENDAR*



Issue	Ad Close	Materials Due	On Sale	Editorial Focus
Jan/Feb	11/4/25	11/7/25	12/8/25	European Cruising, Refits, Design
March	1/2/26	1/12/26	2/9/26	The Great Loop, Aluminum Refits, New Trawlers
April	2/5/26	2/13/26	3/16/26	Liveboards, Down East and Multihull Boats
May/June	3/18/26	3/27/26	4/27/26	Maintenance, Design/Boat Building
July/Aug	5/7/26	5/15/26	6/15/26	Pacific Northwest Voyaging; DIY, New Boats
September	7/1/26	7/13/26	8/10/26	Offshore Bluewater Cruising Special
October	8/6/26	8/14/26	9/14/26	Metal Boats; Refits, Caribbean and Island Cruising
Nov/Dec	9/10/26	9/18/26	10/19/26	Semi-Displacement Boats; Coastal Cruising

* dates subject to change



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