

2024 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.



300K annual attendance

▲ WHY ADVERTISE:

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

MORE THAN **300K** 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

▲ SHOW GUIDE DETAILS:

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

▲ RATE CARD

	Printed Distribution	Full Page Ad	Front Cover	Inside Front Cover	Back Cover
Norwalk	5,000	\$500	\$1000	\$750	\$900
Northwest	16,000	\$1250	\$2400	\$1500	\$2000
Chicago	19,500	\$1500	\$2500	\$1750	Sold
Atlanta	15,000	\$1250	Sold	Sold	Sold
Minneapolis	15,000	\$1250	Sold	Sold	Sold
Louisville	19,000	\$1500	\$2400	\$1700	Sold
New York	20,000	\$1500	\$2750	\$2000	\$2500
New England	18,000	\$1250	\$2500	\$1800	Sold
Atlantic City	15,000	\$1000	\$2250	\$1500	Sold



CONTACT:



John Marcinek,
jmarcinek@nmma.org



Joe Campise,
jcampise@nmma.org