

DAILY ARTICLES • NO SUBSCRIPTION FEES • DAILY VIDEOS

THE WATERCRAFT Journal

THE WORLD'S MOST POPULAR PWC MAGAZINE

2022

CIRCULATION REPORT AND MEDIA KIT



EDITORIAL PRODUCTION, DEMOGRAPHICS & CIRCULATION

THE WATERCRAFT Journal

EDITORIAL



WWW.WATERCRAFTJOURNAL.COM

NEW ARTICLES WRITTEN DAILY (MONDAY-FRIDAY) ENTIRELY SUBSCRIPTION-FREE

The Watercraft Journal provides the PWC enthusiast the single-most reliable, consistent source of professionally-written feature articles, product reviews, interviews, event coverage and industry news. No other magazine, web blog or media outlet has matched our reliability for quality content.

38,500

MONTHLY UNIQUE READERSHIP

70,600

MONTHLY UNIQUE PAGES READ



MALE

90%

35-44 years 28%

25-34 years 23%

FEMALE

10%

45-54 years 25%

55-64 years 12%

470,350

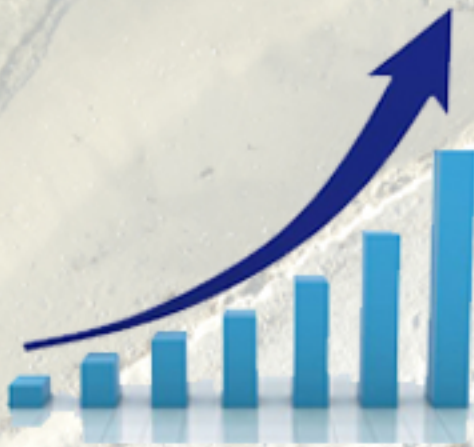
ANNUAL UNIQUE READERSHIP

847,000

ANNUAL UNIQUE PAGES READ

40% GROWTH

2020 ANNUAL READERSHIP VS. 2021 ANNUAL READERSHIP



THE WORLD'S MOST POPULAR PWC MAGAZINE

2,458,480

LIFETIME UNIQUE READERSHIP

5,283,350

LIFETIME UNIQUE PAGES READ

CONTACT KEVIN.SHAW@SHAWGROUPMEDIA.COM FOR ADVERTISING INQUIRIES

VIDEO PRODUCTION, PERFORMANCE & DEMOGRAPHICS

THE WATERCRAFT Journal

VIDEO



WWW.YOUTUBE.COM/WATERCRAFTJOURNAL

BI-MONTHLY EPISODES, WEEKLY PODCASTS & DAILY (MONDAY-FRIDAY) SEGMENTS

The Watercraft Journal produces a bi-monthly (twice a month, minimum) episodes providing a visual medium for its PWC reviews, technical tutorials and event coverage; in addition to a weekly full-length podcast hosted Sunday nights and brief segments published every weekday.

287,000

MONTHLY VIEWERSHIP

You Tube



3,200,000

MONTHLY IMPRESSIONS



MALE

92%

35-44 years 30%

25-34 years 25%

FEMALE

8%

45-54 years 25%

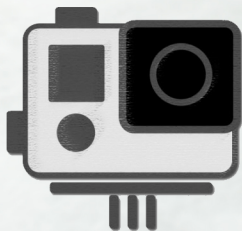
55-64 years 10%

1,500,000

ANNUAL VIEWERSHIP

17,000,000

ANNUAL IMPRESSIONS



4200,000

 LIFETIME VIEWERSHIP

38,900,000

 LIFETIME IMPRESSIONS

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SOCIAL MEDIA ENGAGEMENT & AUDIENCE

THE WATERCRAFT Journal

SOCIAL

CULTIVATING A POSITIVE ONLINE COMMUNITY OF FELLOW PWC ENTHUSIASTS

The Watercraft Journal maintains a vibrant social media presence on Facebook, Instagram and our YouTube community feed; as well as populating a dedicated section on www.GreenHulk.net and publishing two weekly newsletters recapping the week's articles and videos, respectively.

WWW.FACEBOOK.COM/THEWATERCRAFTJOURNAL 

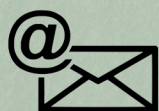
38,500 FACEBOOK FOLLOWERS

WWW.INSTAGRAM.COM/PWCJOURNAL 

12,500 INSTAGRAM FOLLOWERS

 WWW.YOUTUBE.COM/WATERCRAFTJOURNAL

16,200 YOUTUBE SUBSCRIBERS

 WWW.WATERCRAFTJOURNAL.COM/SUBSCRIBE

6,750 WEEKLY NEWSLETTER SUBSCRIBERS

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THE WATERCRAFT Journal

AD SIZES

*GEO-CENTRIC AD CIRCULATION AVAILABLE ON REQUEST

300x250 JPG/GIF (150kb)
SMALL RECTANGLE

1.2:1 Aspect Ratio
JPG, PNG, GIF
150 KB (max)



8.09:1 Aspect Ratio

JPG, PNG, GIF
150 KB (max)



728 px



728x90 JPG/GIF (80kb)
BANNER

AD PACKAGES

*MONTHLY AD PERFORMANCE REPORTS AVAILABLE

- **DIGITAL ADVERTISEMENT**
NO EDITORIAL, JUST YOUR CHOICE OF AD SIZE **\$100/MO.**
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MONTHLY NEWS ARTICLE, CHOICE OF AD SIZE **\$200/MO.**
- **HALF LEVEL PACKAGE**
MONTHLY NEWS ARTICLE, FULL-LENGTH FEATURE,
CHOICE OF 2 AD SIZES **\$400/MO.**
- **FULL LEVEL PACKAGE**
MONTHLY NEWS ARTICLES, FULL-LENGTH FEATURES,
CHOICE OF 2 AD SIZES **\$550/MO.**

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VERBAL AD READ ON THE HOUR DURING PODCAST, LINKED IN VIDEO DESCRIPTION

EDITORIAL NEWSLETTER SPONSOR  **\$750/MO.**
EXCLUSIVE AD PLACEMENTS ON WEEKLY EDITORIAL NEWSLETTER, INCLUDES FULL LEVEL PACKAGE

VIDEO NEWSLETTER SPONSOR  **\$750/MO.**
EXCLUSIVE AD PLACEMENTS ON WEEKLY VIDEO NEWSLETTER, INCLUDES FULL LEVEL PACKAGE

VIDEO PRESENTING SPONSOR  **\$1000/MO.**
EXCLUSIVE VIDEO AD PLACEMENT ON ALL BI-MONTHLY EPISODE, LOGO LISTED IN SPONSOR CARD IN EACH VIDEO & LINK IN DESCRIPTION, INCLUDES FULL LEVEL PACKAGE

ABOVE TITLE SPONSOR  **\$1000/MO.**
EXCLUSIVE BANNER AD AT THE TOP OF ALL PAGES OF WCJ INCLUDES FULL LEVEL PACKAGE

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