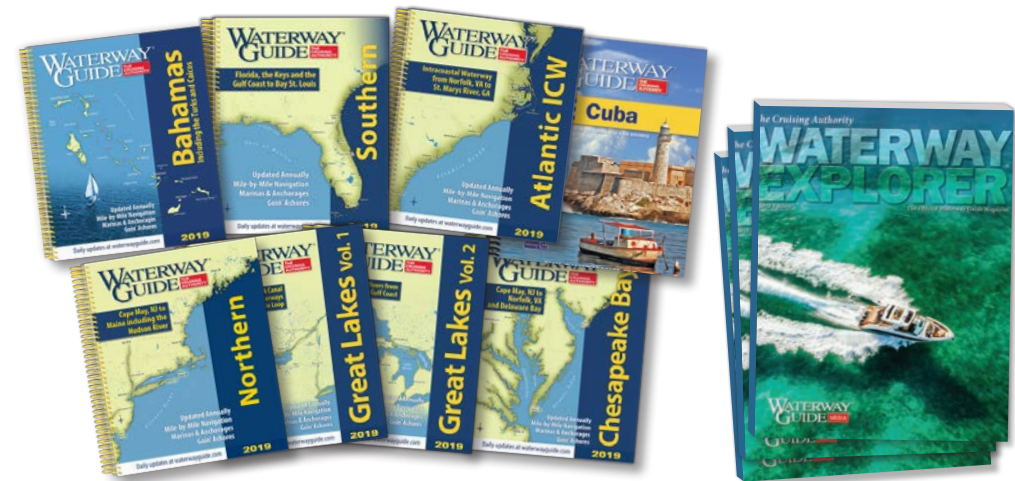


## Print and Digital: A Hybrid of Resources for Boaters



### DIGITAL



**600,000**

Annual Boaters



**2.1 Million**

Annual Pageviews



**3:58**

Average Time  
On-Site

### PRINT



**18-20,000**

Guides Sold  
Annually (\$45)



**1-2 Years**

Resource for Boaters:  
Typical Shelf Life



**25,000**

Annual Magazine  
Distribution