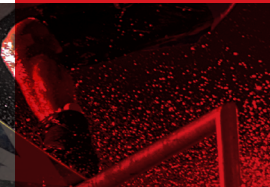




MEDIA KIT



2016



WAKEBOARDING



ACTIVE. INNOVATIVE. INFORMATIVE.

With an emphasis on high-quality photography, in-depth interviews with top riders and reviews on all the latest gear, *WAKEBOARDING* inspires its audience with fun and relevant content, anchored by expert boat analysis, quality instruction and how-to features. Its mission is to lead, connect and inspire by enlisting the talents of the most experienced professionals in the industry across multiple media channels.



35,000
Circulation

8x
Frequency

1993
Year Established



* ALL ISSUES ARE AVAILABLE ON TABLETS AND EREADERS, INCLUDING THE IPAD, NOOK AND KINDLE.



Digital

1,029,000

Avg. Monthly
Page Views

454,000

Avg. Monthly
Unique Visitors

131,000+

Social Media
Audience

34,000

Custom Email
Subscribers

28,000

Editorial eNews
Subscribers

- @Wakeboarding_93
- Wakeboarding Magazine
- Wakeboarding Magazine

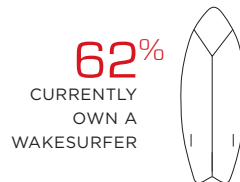
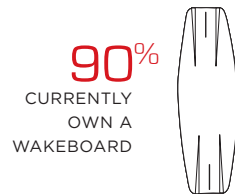
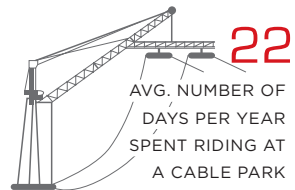
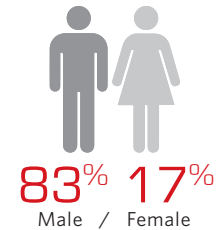
Within WAKEBOARDING's audience are wake-sports enthusiasts of various skill-levels, brand affinities and purchase intent. Using research and database management, we can identify, surface and activate high-value participants across all of our media channels in order to drive tangible results.

AUDIENCE PROFILE



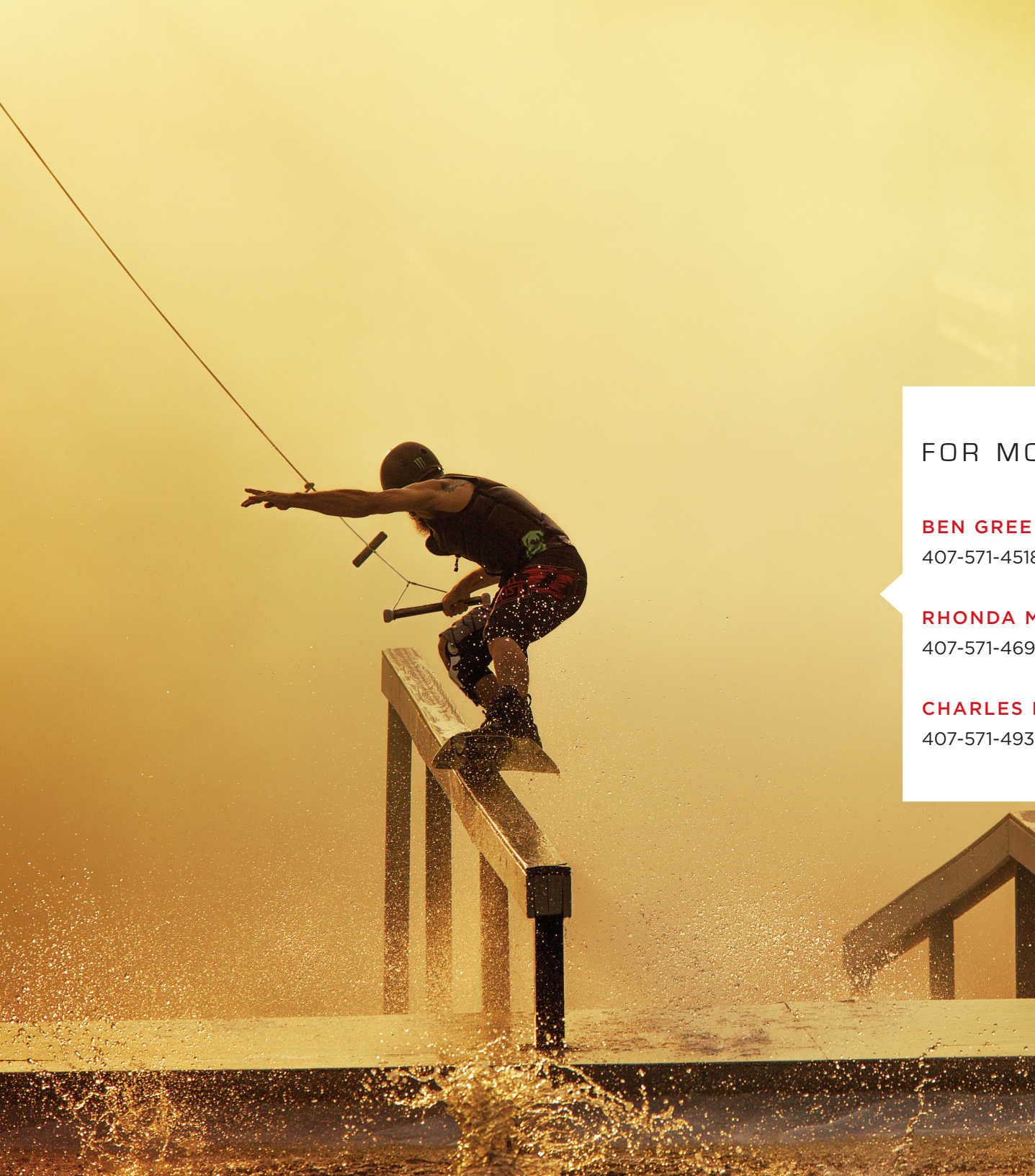
WAKEBOARDING's audiences across all channels (print, web, social & email) are truly dedicated to the sport. They represent active, affluent water sports enthusiasts who come to us looking for tips, techniques and information on the latest equipment. They know we deliver the expert information needed to make a purchase to complement their lifestyle.

WATER SPORTS ACTIVITIES:



DEMOGRAPHICS





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WAKEBOARDING