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.
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.

**BRAND OVERVIEW**

- **377,223**
  - AVG. MONTHLY PAGE VIEWS

- **82,046**
  - AVG. MONTHLY UNIQUE VISITORS

- **243,000+**
  - SOCIAL MEDIA AUDIENCE

- **12,000**
  - CUSTOM EMAIL SUBSCRIBERS

- **15,000**
  - EDITORIAL ENEWS SUBSCRIBERS
**AUDIENCE PROFILE**

*Wakeboarding’s audiences across all channels (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.*

**DEMOGRAPHIC**

- **Average Household Income**: $140,000
- **Average Net Worth**: $601,000
- **Average Age**: 36
- **College Educated**: 58%
- **Male**: 83%  **Female**: 17%
- **Boat Owners**: 78%
- **Own 2 or More Boats**: 18%
- **Estimated Cost of Next Boat Purchase**: $94,000
- **Average Boat Length**: 22'  **(Subcriber Audience)**: 23'
- **Average Boat Length Planned to Purchase**: 22'  **(Subcriber Audience)**: 23'
- **Own Vacation Property**: 47%
- **Own Water-Front Property**: 80%
- **Own a Wakeboard**: 62%
- **Own a Wakesurfer**: 33%
- **Property Owners**: 83%
- **Plan to Attend a Wake School/Camp in the Next 12 Months**: 33%
- **Plan to Purchase in the Next 12 Months and Spend on Avg.**: $422

**WATER SPORTS ACTIVITIES**

- **Avg. Number of Years Wakeboarding**: 11
- **WAKE SURFING**: Avg. Number of Days Per Year Spent Riding at a Cable Park: 22  **(Subcriber Audience)**: 5
- **WAKEBOARDING**: Avg. Number of Days Per Month Spent Wakeboarding: 8  **(Subcriber Audience)**: 5
- **Attended a Wakeboarding Event in the Past 12 Months**: 35%
- **Currently Own a Wakeboard**: 90%
- **Currently Own a Wakesurfer**: 20%
- **Plan to Purchase in the Next 12 Months and Spend on Avg.**: $417