



PONTOON

and DECK BOAT®

2025 MEDIA PLANNER



ISSUE DISTRIBUTION

SUBSCRIBER NUMBERS

83k Qualified subscribers

AD RATES

	1x	6x	11x
Four Color			
Spread 2-Page	\$20,626	\$18,615	\$17,695
Back Cover	\$11,344	\$10,240	\$9,732
Full Page	\$10,313	\$9,306	\$8,721
Two-Third Page	\$8,066	\$7,278	\$6,922
Half Page	\$6,153	\$5,554	\$5,279
Third Page	\$4,300	\$3,878	\$3,310
Sixth Page	\$2,366	\$2,133	\$1,821

PAGE SPECIFICATIONS

Magazine Trim: 8" x 10-3/4"

Full Page Live Area: 7-1/16" x 10"

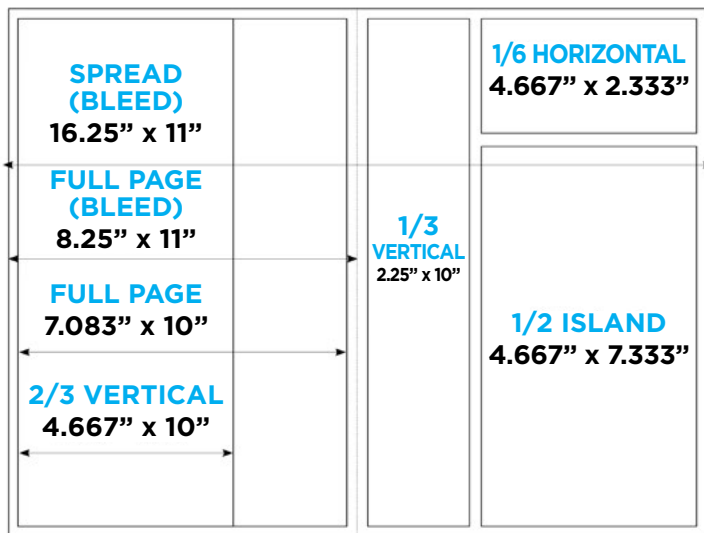
Spread Live Area: 15-1/4" x 11"

Spread Bleed: 16-1/4" x 11"

Full Page Bleed: 8-1/4" x 11"

Binding Method: Saddle Stitched

AD SIZE SPECIFICATIONS



MECHANICAL REQUIREMENTS

Materials **MUST** be submitted in electronic format. If you need assistance in this matter, please contact your sales rep.

FOLLOWING ARE GUIDELINES IN SUPPLYING YOUR MATERIALS:

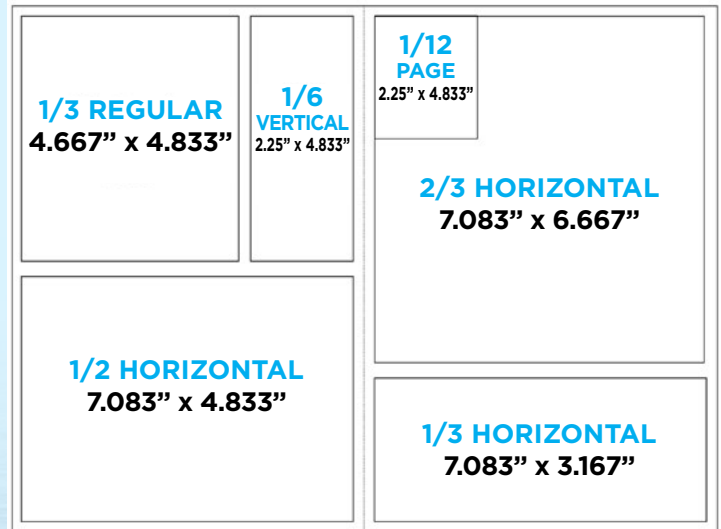
PHOTOS: Tiff preferred, EPS acceptable. All files RGB. Never CMYK. All photos should be provided at 350 dpi. Internet Web photos at 72 dpi are not acceptable for print media.

ARTWORK: Adobe Photoshop, Adobe Illustrator (Mac, PC) all text converted to outlines. All files must be CMYK. No RGB.

ADS: Indesign; **NO PageMaker.** Include ALL fonts (printer and screen). Also send all artwork and photos. All files must be CMYK. **No RGB.** High resolution (350 dpi) PDF files are also acceptable. Two color ad material must be supplied as four color process. Magazines are printed at 175 line screen.

MEDIA SUPPORTED: CD, DVD, e-mail, FTP. Contact your account executive for e-mail and FTP address. Harris Publishing, Inc. is not responsible for electronic files that print incorrectly due to problems with your file. We reserve the right to substitute fonts in such cases where the fonts are not supplied with the ad file. Fonts will be chosen to match as closely as possible.

COMMISSIONS: 15 percent to recognized agencies for agency supplied ads.



NOTE: Publisher will charge for additional make-ready costs, including layout, typesetting and scans. Production will be billed at cost. Publisher will not honor advertising agency's 15 percent commission if any account remains unpaid for 90 days.

Inserts/Polybag/Direct Mail/ List Rental: Visit with your account executive for details and pricing. Advertiser Index provided for all advertisers.

TERMS AND CONDITIONS

Print cancellations not accepted after closing date. Online cancellations can be made anytime subject to short rate and per-day adjustments. All advertisements are subject to acceptance by publisher and the advertising contract is therefore deemed to have been entered into in Idaho Falls, Idaho, and governed by the laws of the State of Idaho. Both publisher and advertiser consent to that jurisdiction. Orders are accepted subject to the terms and provisions of our current Advertising Rate Card, which will prevail in case of any inconsistency or conflict with advertiser's order. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Publisher is not responsible for the content of advertisements nor for claims arising from contents of advertisements. Publisher will not honor advertising agency's 15 percent commission if any account remains unpaid for 90 days. Should any monies required to be paid hereunder not be paid as set forth in the invoice, the advertiser shall pay publisher, in addition to the monies owed, a delinquent charge equivalent to the maximum legal rate of interest and expenses of collection including attorney's fees. Should reproduction materials for scheduled advertisement fail to arrive by deadline date, publisher reserves the right to repeat most recent material on hand.



SOCIAL MEDIA / VIDEO / WEB

SOCIAL MEDIA NUMBERS

Facebook 87k, 3 Million Reach
 Instagram 3.3k, 57k Reach
 YouTube 1.7k Subscribers
 846K Impressions
 Newsletter 10,000 per month

PDB WEBSITE NUMBERS

129K Users
 117K Active Users
 115K Engagement
 192K Page Views
 723K Impressions

TRIPLE TOON

(\$850 per month - full year get one month free) INCLUDED ARE

- 3 Web Ads
- 4 Social Media Posts (per month)
 - 2 Facebook
 - 2 Instagram
- Newsletter Sponsorship Feature (per month)

À LA CARTE

- Banner (\$525 per month)
- Social Media (\$385 per month)
- Newsletter Sponsorship (\$400)

WEB AD RATES

1016x132 Banner Ad	\$2,800 a year
300x600 Column Ad	\$1,300 a year
300x250 News Ad	\$1,300 a year
320x50 Mobile Ad	\$1,000 a year
Enhanced Listing	\$1,000 a year

WEB AD SIZE SPECIFICATIONS

PONTON
BY DECK BOAT

BANNER AD 1016 X 135	

PONTON
BY DECK BOAT

MOBILE AD
320 X 50

EDITORIAL CALENDAR

JANUARY—BUYER'S GUIDE

TOP ENTRY, FISHING, PERFORMANCE & BEST-SELLING MODELS

Sales Close: 11/7/2024 – Ad Material: 11/14/2024 – Mail: 12/7/2024

SHOOTOUT—SPECIAL ISSUE

ANNUAL BOAT TEST ISSUE

Sales Close: 11/14/2024 – Ad Material: 11/21/2024 – Mail: 12/14/2024

FEBRUARY—ANCHORS

ANCHOR TIPS, TECHNIQUES & OPTIONS

Sales Close: 12/12/2024 – Ad Material: 12/19/2024 – Mail: 1/12/2025

MARCH—LAKEFRONT PROPERTY OWNERS

DOCK & LIFT SYSTEMS

Sales Close: 1/9/2025 – Ad Material: 1/16/2025 – Mail: 2/9/2025

APRIL—ELECTRONICS

TOP ELECTRONIC UPGRADES FOR 2025

Sales Close: 2/6/2025 – Ad Material: 2/13/2025 – Mail: 3/6/2025

MAY—WATER SPORTS

THE LATEST TUBES AND OTHER WATER TOYS

Sales Close: 3/13/2025 – Ad Material: 3/20/2025 – Mail: 4/13/2025

JUNE—FATHER'S DAY

GIFT IDEAS FOR THE BOATER IN YOUR LIFE

Sales Close: 4/10/2025 – Ad Material: 4/17/2025 – Mail: 5/10/2025

JULY—SALUTE THE TROOPS

FEATURE ON BOATERS IN OUR ARMED FORCES

Sales Close: 5/8/2025 – Ad Material: 5/15/2025 – Mail: 6/8/2025

AUGUST—DECK BOATS

BENEFITS OF OWNING A DECK BOAT

Sales Close: 6/12/2025 – Ad Material: 6/19/2025 – Mail: 7/12/2025

SEPTEMBER—DIY/REFURBISH

FLOORING, FURNITURE & OTHER UPGRADES

Sales Close: 7/10/2025 – Ad Material: 7/17/2025 – Mail: 8/10/2025

FALL—WHAT'S NEW FOR 2026

NEW MODELS OR SIGNIFICANT CHANGES

Sales Close: 9/4/2025 – Ad Material: 9/11/2025 – Mail: 10/4/2025



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Print | Digital | Social Media | Video Production