

JANUARY

- 2026 Forecast
- Pontoons
- Dealer Solutions / CRMs
- Attracting and Retaining Techs

Ad Close: **Dec. 31, 2025**
Ad Material Due: **Jan. 8, 2026**
Deployment Date: **Jan. 21, 2026**

FEBRUARY

- Top 100 Dealer of the Year
- Top 100 Best Practices, HOF, Best in Class
- Elevate Summit Recap
- Top 100 Gala Photos

Ad Close: **Feb. 4, 2026**
Ad Material Due: **Feb. 11, 2026**
Deployment Date: **Feb. 24, 2026**

MARCH

- 40 Under 40 Profiles

Ad Close: **Mar. 5, 2026**
Ad Material Due: **Mar. 12, 2026**
Deployment Date: **Mar. 24, 2026**

APRIL

- Sustainability
- Sustainability in Manufacturing
- Electric and Sustainable Products
- Alternative Fuels

Ad Close: **Apr. 2, 2026**
Ad Material Due: **Apr. 9, 2026**
Deployment Date: **Apr. 21, 2026**

MAY

- Top Products Awards

Ad Close: **Apr. 30, 2026**
Ad Material Due: **May 7, 2026**
Deployment Date: **May 19, 2026**

JUNE

- Women Making Waves Profiles

Ad Close: **Jun. 4, 2026**
Ad Material Due: **Jun. 11, 2026**
Deployment Date: **Jun. 23, 2026**

JULY

- Outboards
- Engines
- Workplace Culture

Ad Close: **Jul. 1, 2026**
Ad Material Due: **Jul. 9, 2026**
Deployment Date: **Jul. 21, 2026**

AUGUST

- Towboats
- Boat Audio & Entertainment
- Pre-Owned Trends

Ad Close: **Jul. 30, 2026**
Ad Material Due: **Aug. 6, 2026**
Deployment Date: **Aug. 18, 2026**

SEPTEMBER

- Fishing Boats
- Fishing Electronics & Sonar
- Fishing PWCs

Ad Close: **Sept. 2, 2026**
Ad Material Due: **Sept. 10, 2026**
Deployment Date: **Sept. 22, 2026**

OCTOBER

- Movers & Shaker of the Year
- Movers & Shakers: Finalists and Bold Moves

Ad Close: **Oct. 1, 2026**
Ad Material Due: **Oct. 8, 2026**
Deployment Date: **Oct. 20, 2026**

MARKET DATA BOOK

- Consumer Data
- Dealer Data
- Manufacturer Data
- Market Intelligence

Ad Close: **Nov. 5, 2026**
Ad Material Due: **Nov. 12, 2026**
Deployment Date: **Nov. 24, 2026**

DECEMBER

- Marinas
- Boat Lifts
- Workforce Development
- BONUS: Elevate Summit

Ad Close: **Dec. 3, 2026**
Ad Material Due: **Dec. 10, 2026**
Deployment Date: **Dec. 22, 2026**

ALL MARKET DATA BOOKS

See Power Information Group Content Calendar (next page)

POWERSPORTS BUSINESS MARKET DATA BOOK

- Consumer Data
- Dealer Data
- Manufacturer Data
- Market Intelligence

Ad Close: **Dec. 23, 2025**
Ad Material Due: **Dec. 30, 2025**
Deployment Date: **Jan. 27, 2026**

OPE+ MARKET DATA BOOK

- Consumer Data
- Dealer Data
- Manufacturer Data
- Market Intelligence

Ad Close: **Jan. 2, 2026**
Ad Material Due: **Jan. 9, 2026**
Deployment Date: **Jan. 22, 2026**

BOATING INDUSTRY MARKET DATA BOOK

- Consumer Data
- Dealer Data
- Manufacturer Data
- Market Intelligence

Ad Close: **Nov. 5, 2026**
Ad Material Due: **Nov. 12, 2026**
Deployment Date: **Nov. 24, 2026**