

JANUARY

- Dealer Profiles
- EICMA Wrap-Up
- Honors Award Winners Announced

Ad Close: **Dec. 19, 2025**
Ad Material Due: **Dec. 26, 2025**
Deployment Date: **Jan. 8, 2026**

FEBRUARY

- Dealer Profiles
- Best-in-Class Aftermarket Products (Nifty 50)
- Best-in-Class Dealership Awards
- BONUS: Aim Expo

Ad Close: **Jan. 14, 2026**
Ad Material Due: **Jan. 22, 2026**
Deployment Date: **Feb. 3, 2026**

MARCH

- Dealer Profiles
- Women with Spark
- Parts NVP Spring Wrap-Up
- Focus Section: Tires

Ad Close: **Feb. 11, 2026**
Ad Material Due: **Feb. 19, 2026**
Deployment Date: **Mar. 3, 2026**

APRIL

- Dealer Profiles
- V-Twin Market: Hot Products
- 40 Under 40
- Daytona Bike Week Coverage

Ad Close: **Mar 12, 2026**
Ad Material Due: **Mar. 19, 2026**
Deployment Date: **Mar. 31, 2026**

MAY

- Dealer Profiles
- Electrification of Powersports
- Focus Section: Batteries

Ad Close: **Apr. 9, 2026**
Ad Material Due: **Apr. 16, 2026**
Deployment Date: **Apr. 28, 2026**

JUNE

- Dealer Profiles
- Mid-Year Tax Planning
- WPS NSM Wrap-Up
- Focus Section: Marine Market

Ad Close: **May. 7, 2026**
Ad Material Due: **May. 14, 2026**
Deployment Date: **May. 27, 2026**

JULY

- Dealer Profiles
- Pre-Owned Market
- Accelerate Update
- The Power of 20 Groups
- Big East Powersports Show Preview

Ad Close: **Jun. 11, 2026**
Ad Material Due: **Jun. 18, 2026**
Deployment Date: **Jun. 30, 2026**

AUGUST

- Dealer Profiles
- Social Media Trends
- Service Department Update
- Retail Showroom Design
- Focus Section: E-Commerce and AI

Ad Close: **Jul. 9, 2026**
Ad Material Due: **Jul. 16, 2026**
Deployment Date: **Jul. 28, 2026**

SEPTEMBER

- Dealer Profiles
- ATVs/UTVs
- Focus Section: Accessories Market

Ad Close: **Aug. 6, 2026**
Ad Material Due: **Aug. 13, 2026**
Deployment Date: **Aug. 25, 2026**

OCTOBER

- Dealer Profiles
- Finance Update
- Parts NVP Wrap-Up
- Focus Section: Lead Generation and AI
- BONUS: Equip Expo

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

NOVEMBER

- Dealer Profiles
- Snow Market Preview
- DMS Systems Overview
- Dealer Events

Ad Close: **Oct. 8, 2026**
Ad Material Due: **Oct. 15, 2026**
Deployment Date: **Oct. 27, 2026**

DECEMBER

- Dealer Profiles
- Aftermarket Consumers
- Year in Review
- Accelerate Preview
- Dealer Connect Wrap-Up
- Workforce Management

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

POWERSORTS BUSINESS MARKET DATA BOOK - JANUARY 2026

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**