

FEBRUARY/MARCH

- Sales Department - New Boat Sales
- AI in Boating
- Company profile: Boatyard
- Pontoons
- Top 100 Best Practices, HOF, Best in Class

Ad Close: **Feb. 3, 2027**
Ad Material Due: **Feb. 10, 2027**
Deployment Date: **Feb. 24, 2027**

APRIL/MAY

- Top 100 Dealer of the Year
- Parts & Accessories
- Miami Boat Show Recap
- Top 100 Gala Photos

Ad Close: **Apr. 1, 2027**
Ad Material Due: **Apr. 8, 2027**
Deployment Date: **Apr. 21, 2027**

JUNE/JULY

- Pre-Owned Trends
- Top Products
- Electric and Sustainable Products

Ad Close: **Jun. 3, 2027**
Ad Material Due: **Jun. 10, 2027**
Deployment Date: **Jun. 23, 2027**

AUGUST/SEPTEMBER

- Service Department
- PWC Market Trends
- Boat Technology Trends
- 40 Under 40

Ad Close: **Jul. 29, 2027**
Ad Material Due: **Aug. 5, 2027**
Deployment Date: **Aug. 18, 2027**

OCTOBER/NOVEMBER

- Fishing Boats
- Outboard Engines
- Small Boats with a Big Impact
- Women Making Waves

Ad Close: **Sept. 30, 2027**
Ad Material Due: **Oct. 7, 2027**
Deployment Date: **Oct. 20, 2027**

MARKET DATA BOOK

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

Ad Close: **Nov. 4, 2027**
Ad Material Due: **Nov. 11, 2027**
Deployment Date: **Nov. 24, 2027**

DECEMBER/JANUARY

- Movers & Shakers
- 2028 Market Forecast
- F&I Department
- Marinas

Ad Close: **Dec. 2, 2027**
Ad Material Due: **Dec. 9, 2027**
Deployment Date: **Dec. 22, 2027**

ALL MARKET DATA BOOKS

See Power Information Group Content Calendar (next page)