

OutboardListings.com Launches MARINEmicSM — The Marine Industry's First Dedicated Podcast Platform

FOR IMMEDIATE RELEASE — May 26, 2026

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#MarinePodcast

#BoatingPodcast

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#MarineIndustry

#BoatDealers

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#MarineMedia

JACKSONVILLE, FL — OutboardListings.com, the AI-powered marine engine marketplace, today announced the launch of **MARINEmicSM**, the marine industry's first dedicated podcast platform. The platform connects marine professionals, dealers, manufacturers, and enthusiasts through studio-quality audio and video content across seven distinct show formats and 12 topic categories.

"The marine industry has been talking to itself in fragmented Facebook groups and trade-show hallways for decades," said the founder of OutboardListings.com. "MARINEmic gives the industry a microphone, a stage, and a business model that actually pays the people who show up."

The Problem

Every other trade vertical — construction, automotive, real estate, fitness — has developed a robust podcasting ecosystem. Marine has not. Content creators who cover boating topics are scattered across personal YouTube channels, unsponsored hobby podcasts, and social media clips with no monetization path. Manufacturers and dealers who want to tell their story have no dedicated platform to reach an engaged, industry-specific audience.

What MARINEmicSM Offers

- **Seven show formats** — Flagship Interview, Dealer Sit-Down, Manufacturer Spotlight, Warranty Mediation, BATTLE ROYAL debate, Co-Partner Episode, and Deposition-Style Q&A. Each format is designed for a different type of conversation and audience.
- **12 marine-specific topic categories** — From outboard repair diagnostics to boat buying, dealer spotlights, racing and performance, lake life, fishing, DIY maintenance, marine technology, legal and warranty, manufacturer spotlights, dealer compliments, and BATTLE ROYAL debates.
- **Studio-quality recording via Riverside** — All episodes are recorded on Riverside, the same platform used by Spotify, The New York Times, and other major media outlets. Local recording of each participant ensures studio quality regardless of internet connection.
- **50/50 revenue-share model** — Certified hosts who bring their own sponsors keep 50% of the sponsorship fee. A \$499 episode sponsor puts \$249.50 in the host's pocket. No caps, no clawbacks.

Pricing

- **Certified Host:** \$199 one-time fee. Includes 10-question certification quiz, dedicated host profile page, and full platform access.
- **Episode Sponsor:** \$499 per episode. Logo placement, mid-roll mention, show notes link, and social media amplification.
- **Advertiser:** \$99 per 30-second ad spot.
- **Guest:** Always free. Guests appear at no cost and receive a copy of the episode for their own distribution.

Who Should Apply

- **Marine repair shop owners** who want to share diagnostic expertise, unusual repair stories, and shop culture.
- **Boat dealers and GMs** who want to build brand awareness and position their dealership as an industry leader.
- **Manufacturers and brand managers** who want unfiltered access to the boating audience through long-form content.
- **Tournament anglers, boat builders, and marine influencers** who already have an audience and want a professional podcast home.
- **Marine attorneys, surveyors, and warranty specialists** who want to educate consumers and build authority.

Timeline

MARINemicSM is currently accepting applications for hosts, sponsors, and advertisers. The first episodes are expected to publish in Summer 2026. The platform is live for preview at outboardlistings.com/podcasts.

About OutboardListings.com

OutboardListings.com is the only marine marketplace with AI-powered engine detection, voice-to-listing creation, and a dedicated outboard parts marketplace. The platform serves private sellers, repair shops, marine dealers, and enthusiasts across the United States. MARINemicSM extends the platform's mission to become the central hub for the marine industry's digital ecosystem.

OutboardListings.com is operated by Proxy1Media.com. PO Box 181, Jacksonville, FL 32234. For press inquiries, email [\[email protected\]](#).

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