





Who We Are

BoatU.S. Magazine is the flagship publication of the Boat Owners Association of The United States, the largest membership organization in the recreational marine world.



- » The largest, most affluent, and most experienced audience in marine media.
- » More than three times the circulation of our closest competitor.
- » Over 1 million boats owned by our readers.
- » Trusted, Authentic, Expert editorial environment.

BOATU.S. ADVOCATES FOR BOATERS nationwide, promotes the joys of safely spending time on the water, and informs and entertains our members with the award-winning content of *BoatU.S. Magazine*. In addition to the membership organization, BoatU.S. also provides services such as boat insurance and towing to many of our half-million-plus members.

BoatU.S. Magazine is written with the experienced, knowledgeable boat owner in mind. We offer practical advice on making the most of precious time on the water, and on every page we reflect the passion of our membership for the boating lifestyle. We are leaders in the marine community – bringing to light issues of concern to boat owners and keeping our readers informed of the very latest developments in technology and design. We're the primary source of boating information for the vast majority of our 500,000-plus members.



BoatU.S.
media

BoatU.S. Magazine Reader



The *BoatU.S. Magazine* audience is active, engaged, and passionate about their time on the water. They

buy, upgrade, and use boats more consistently than any other single group. Our readers view *BoatU.S. Magazine* as their primary source of boating information, and our readership is almost entirely unduplicated with other titles.



THE AUDIENCE

AAM Audited Paid Circulation	500,000
Readers per Copy	1.9 (total readership 950,000)
Males	91%
Median Age	56
Mean HHI	\$161,900
Mean Net Worth	\$1,510,700
Own Homes	96%
Own Waterfront Property	17%
Four Year College or More.	80%
Mean Boating Experience	27 years

THE BOATS

Boat Ownership	96.7%
Mean Boats Owned.	2.0
Mean Size of Primary Boat	28.4 feet
Mean Value of Primary Boat Owned . . .	\$151,400
Readers Who Own Boats Over 40 Feet . .	71,424

ACTIVITIES

Day Cruising	76%
Overnight Cruising.	44%
Fishing.	59%
Water Sports	26%
Sailing	20%
Diving	9%

BoatU.S. Magazine

2016 Rate Card & Calendar

EDITORIAL CALENDAR

FEBRUARY/MARCH

Electronics Issue

A section of new electronics for every boat type

- » Miami Preview
- » Theme Charters



FREQUENCY: 6x

CIRCULATION: 500,000 (AAM Audited)



APRIL/MAY

The Fishing Issue

We focus on the over 50% of our members who are active anglers.

- » Radar Installation
- » Focus – Gulf Coast

RATES - FOUR COLOR

	1X OPEN	3X	6X	12X
Full Page	\$28,000	\$25,200	\$22,700	\$19,300
2/3 Page	21,000	18,900	17,000	14,450
1/2 Page	16,800	15,100	13,600	11,500
1/3 Page	11,200	10,080	9,070	7,710
1/4 Page	7,500	7,100	6,800	6,400
1/6 Page	6,200	5,550	5,000	4,250

Spread, Cover Positions, Inserts, and Special positional rates available. Contact your sales representative.

AUGUST/SEPTEMBER

The DIY Issue

- » Refit and Renew Projects
- » Retirement and Boating

CLOSE DATES

ISSUE	SPACE AND MATERIAL CLOSE	IN HOME
February/March	December 11	January 20
April/May	February 12	March 20
June/July	April 15	May 20
August/September	June 17	July 20
October/November	August 12	September 20
December/January	October 14	November 20
February/March 2017	December 16	January 20, 2017

DECEMBER/JANUARY

The Escape Issue

- » Holiday Gift Guide
- » Winter Chartering
- » New Boats & Gear from the Boat Shows

Editorial Elements

The cover features a collage of images: a sailboat, a couple on a dock, a mermaid, a Pepsi-Cola sign, a lighthouse, and a travel trailer. The title '10 GREAT BOATING TOWNS' is prominently displayed in large, bold, yellow and white letters. Below the title, the subtitle 'TO RETIRE + PLAY + THRIVE' is shown in a smaller, yellow and white font. At the bottom, there are five smaller images: Annapolis, Camdenton, Portland, ME, Tarpon Springs, and Portland, OR.

The cover features a large image of a person's hand holding a cloth and a polishing tool, applying it to a dark, curved surface of a boat. The title 'HOW TO MAKE YOUR FIBERGLASS GLEAM' is in large, bold, white letters on the left. Below the title, the byline 'BY LENNY RUDOW' is in small white letters. A small text box on the right says: 'Seal out the incoming winter with rubbing, buffing, waxing, and polishing, but don't forget the elbow grease'.

The cover features a large image of a boat's engine compartment with a red and white striped pipe. The title 'THE 2013 POWER REPORT' is in large, bold, blue and white letters at the top. Below the title, a byline reads 'BY MICHAEL STALAND'. A small text box on the left says: 'The past decade has seen a remarkable evolution in the way we power our boats. Diesel engines have become more efficient and reliable, and gasoline engines have become more fuel efficient and powerful. This report will take a look at the latest developments in the power industry, and offer insights into how they are changing the way we live on the water.' A small image of a boat's engine is at the bottom.

FEATURES Every Issue, our features inform and entertain our readers on the most interesting and useful trends and destinations in boating. The personalities and unique stories that bring the boating lifestyle vividly to life for our readers are the lifeblood of the *BoatU.S. Magazine* experience.

BOATU.S. REPORTS is the place to find news of interest from the world of American boating. Government, safety, and environmental news in particular are some of the many areas covered.

FOUNDATION FINDINGS showcases the great testing and product research done by our *BoatU.S. Foundation* on issues of safety and clean water.

GOVERNMENT REPORTS highlights the intersection of boating interests and government regulation. *BoatU.S.* is in the forefront of fighting for the rights of boat owners and this section showcases these efforts.

THE ADVOCATE tackles boating issues from a consumer perspective with items of interest such as "great deals in boating."

BOAT HANDLING techniques articles are in every issue, expertly illustrated and photographed, and backed up with videos on our website.

SEAWORTHY draws on lessons learned from *BoatU.S.* member experiences to show how to prevent boat damage and personal injury.

ASK THE EXPERTS offers technical advice about all marine systems to reader-submitted inquiries. Our tech team is tops in the industry: John Adey, Tom Neale, Beth Leonard, and Don Casey.

DO IT YOURSELF offers confident hands-on advice, and step-by-step projects, on how to repair and upgrade your boat yourself.

BOATS, GEAR, TECH covers product news on new boats, and useful new gear. Plus, the latest on marine electronics, by leading authority Lenny Rudow.

BoatU.S. Magazine Ad Specs

MECHANICAL Specs

Size	Width	Height
Full Page (live area).....	7.125"	9.50"
Full Page with bleed	8.25"	10.75"
Full Page trim size	8.0"	10.50"
1/2 Horizontal	7.125"	4.625"
1/3 Square	4.625"	4.625"
1/3 Vertical.....	2.25"	9.50"
1/4 Vertical.....	3.50"	4.625"
2/3 Vertical.....	4.625"	9.50"
Spread.....	16.5"	10.75"

Please send file as high resolution PRESS quality pdf, 300 dpi, CMYK file to Ads@BoatUS.com or FTP them to csftp.boatus.com User Name: csuser, Password: csuser1

