



BoatU.S.
MAGAZINE

Media Kit 2017

ACTIVE. ENGAGED. PASSIONATE.

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' . . .	71,424

ACTIVITIES

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



CALENDAR



2017 EDITORIAL CALENDAR

FEBRUARY/MARCH

TECHNOLOGY ISSUE

New electronics for every boat type

Miami Preview

APRIL/MAY

SPRING COMMISSIONING

Best places for boaters to retire

Great new products for spring

JUNE/JULY

THE FISH ISSUE

50% of our Members are active anglers

Small boats, big fun!

AUGUST/SEPTEMBER

THE DIY ISSUE

"You Got This"

An issue of projects for the practical boater

Hurricane Prep

OCTOBER/NOVEMBER

THE BIG BOAT ISSUE

Focus on 40' and larger, and moving up

Expand our Members favorite section, Practical Boater, by incorporating Seaworthy newsletter

DECEMBER/JANUARY

THE WINTER ESCAPE ISSUE

Holiday Gift Guide

Winter Chartering

New boats and gear from the boat shows

2017 RATE CARD & DEADLINES

FOUR COLOR

FREQUENCY: 6 issues a year

CIRCULATION: 475,000 (AAM Audited)

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

AD MATERIAL CLOSE DATES

ISSUE	AD DEADLINE	IN HOMES
February/March	December 9	January 20
April/May	February 10	March 20
June/July	April 14	May 20
August/September	June 16	July 20
October/November	August 11	September 20
December/January	October 13	November 20



SIZE

BY MARK CORKE

PRACTICAL BOATER

YOUR APRIL GUIDE TO PROJECTS, SKILL-BUILDING + WHAT'S NEW

Does Your Boat **FREAK** The Fish

YOU SAY YOU WANT TO FILL that cooler with fish? Then stop scaring them away! We anglers scare off fish far more often than we realize, thanks to sound, vibration, and other factors we may not be taking into account. A big issue here is a feature to understand our quarry: Fish "hear" sound and "feel" vibration via their lateral line, which is a series of special sensory organs made up of neurons running along the fish's body. The lateral line is extremely sensitive, and with those tiny hairs, a fish can sense movement and vibrations in the water. In other words, fish aren't quite as thick as you think, and when you stomp on the deck or slam that cooler shut, every finned critter within casting distance knows something may be amiss.



FEATURES Every Issue, we 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 regional news of interest from the world of American boating. Government, safety, and environmental news in particular are some of our specialties.

BOATUS. S. FOUNDATION showcases the great testing and product research we're conducting on issues of safety and clean water.

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

CONSUMER PROTECTION tackles boating issues from a consumer perspective, such as stories on great deals in boating, and how to buy quality.

DO IT YOURSELF offers confident hands-on advice, and step-by-step projects, on how to repair and upgrade your boat yourself. Our readers' favorite section!

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

SEAWORTHY draws on real lessons learned from BoatU.S. members to show how to prevent boat damage and personal injury. This BoatU.S. exclusive sets our magazine apart in the industry, tapping our company's experience in insurance coverage and claims.

ASK THE EXPERTS offers technical advice about marine systems to readers who trust us to give them solid guidance. Our tech team is tops in the industry: Tom Neale, John Adey, and Don Casey.

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

LIFESTYLE gathers stories on the people and their love of our sport that makes this community unique. Every month, you'll find active boaters and fishermen highlighted, which strengthens the commitment we all have to boating.

AD SPECS

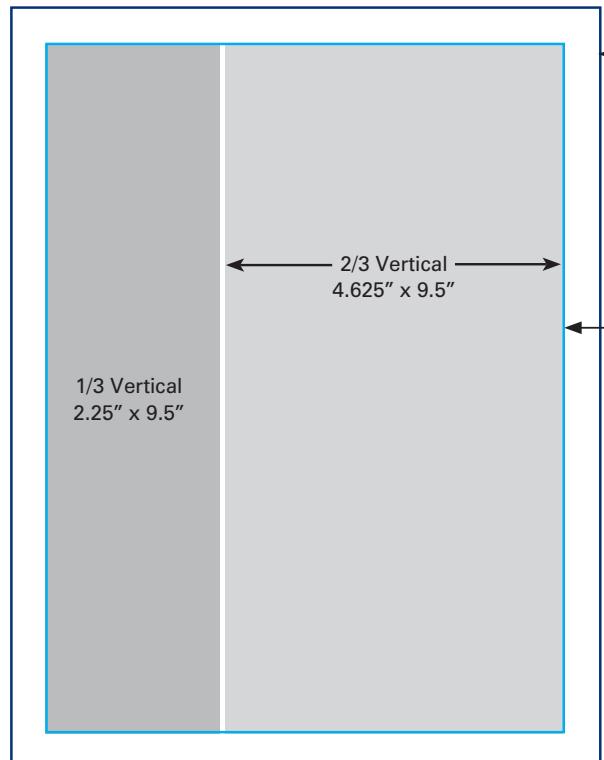
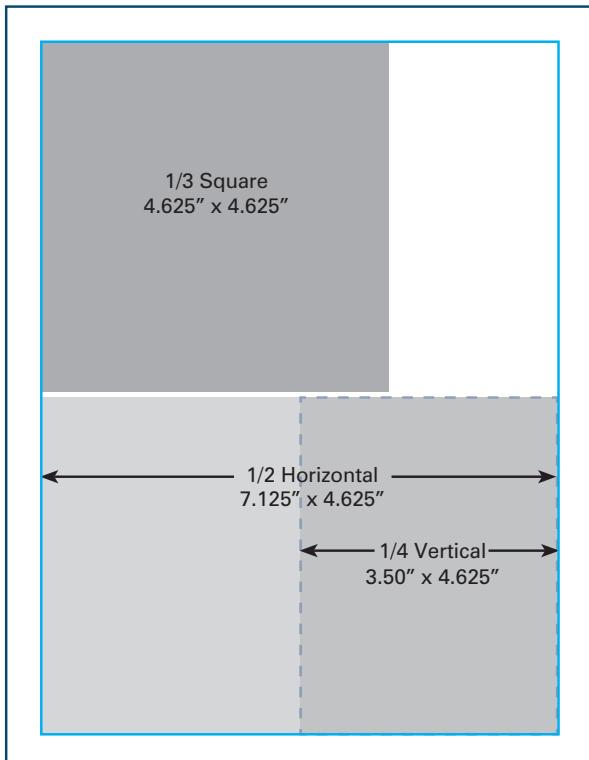


MECHANICAL SPECS

Size	Width	Height
Spread.....	16.5"	10.75"
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"



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ONLINE



BoatUS.com ACTIVE. ENGAGED. PASSIONATE about our website as well. It's the most highly-engaged boating audience with millions of page views per month



250,000

UNIQUE
VISITORS
PER MONTH

91%
MALES

\$161K+

HOUSEHOLD
INCOME

\$1.5 MIL

NET WORTH

56
AVERAGE
AGE

AD POSITIONS

WIDE SKYSCRAPER: 160 x 600 pixels
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\$18 CPM Run of site

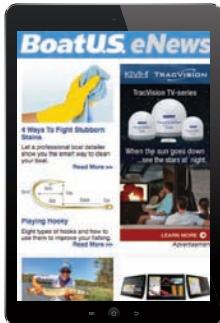
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Specific content areas available for a slightly higher CPM.



monthly eNewsletter

The most widely read eNewsletter in Boating: 400,000 Email Addresses



96.7%

OWN A
BOAT

2

BOATS
OWNED

\$151K+

AVERAGE
BOAT VALUE

28.4'
AVERAGE
BOAT SIZE

62,000

OWN BOATS
OVER 40'

BoatU.S. eNews



Keeping The Water On The Outside

Here are three items to have aboard in case you spring a leak.
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BoatU.S. eNews



6 Tips For Canine Crew Safety

Protect your four-legged buddy on the water.
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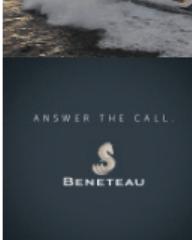
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simple
and easy
to apply,
yet really
durable...”
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ANSWER THE CALL.

BENETEAU

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Pick The Right Rod For The Job

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fishing rods or golf clubs?
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Shooting Great Boating Video

Our experts share their tips for
recording your boating memories.
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Don't Let The Summer Heat Sink Your Day

Learn the symptoms of
hyperthermia and how to beat
life-threatening overheating.
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The Big One That Didn't Get Away

Our expert offers four ways to get
your catch from the water into
your fishbox.
[Read More >>](#)



Bernadette Berndon

Editorial Director

Winner of national writing and leadership awards, Bernadette has steered *BoatU.S. Magazine* to numerous top honors. Former editorial director of *Cruising World*, and *Sailing World*, she's on the *BoatU.S.* Foundation board, co-founded the Safety at Sea Institute with US SAILING, is a feature writer for national publications, and co-authored the international best-selling book *Maiden Voyage*. She and her husband went cruising for six years on their 39-foot cutter *Ithaka*, and have a 24-foot Seaway lobster boat.



Michael Vatalaro

Executive Editor

Growing up waterskiing and fishing on the Severn River in Maryland, Mike has owned power and sailboats, and has a Pursuit 24. He's covered everything from public health, biology, and astronomy for *The Boston Globe* newspaper; for *Technology Review* and *Sky & Telescope* magazines; and has written for the Insurance Institute For Highway Safety. For *BoatU.S. Magazine*, Mike covers new boats, technology, fishing, policy, boat systems, news, and DIY.

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Rich Armstrong

Managing Editor

The Jersey shore and New York lakes defined Rich's youth, and a 21-foot Four Winns deck boat lit the fires of boating passion when he and his own young family lived near the Connecticut River. A journalist by training, he worked in TV news and at several newspapers before spending 18 busy years at the boating publications *Soundings* and *Soundings Trade Only*, where as a top editor he reported on everything from boat and product innovation, to compelling feature stories, building his reputation as one of the most thorough reporters in the marine industry.



Mark Corke

Associate Editor

A marine surveyor, and holder of RYA Yachtmaster Ocean certification, Mark has built five boats himself - power and sail. He was senior editor of *Sail Magazine*'s hands-on "Boatworks" publication, worked for the BBC, written four DIY books, skippered two round-the-world yachts, and holds the Guinness World Record for the fastest there-and-back crossing of the English Channel, in a kayak! He and his wife live on their Grand Banks 32.



Charles Fort

Consumer Affairs Editor

Charles handles not only dispute-mediation for our members, and how-to topics in our Practical Boater section, he's also the point person for our exclusive Seaworthy in-depth tech feature in every issue. He's a member of the National Association of Marine Surveyors, on ABYC tech committees, and has a 100-ton USCG license. He went cruising with his family, and lives on his 45-footer.



Tom Neale

Editor-At-Large

Our go-to technical and DIY expert, and team leader for our "Ask The Experts" column, Tom has won nine first-place awards from Boating Writers International. Since 1979, he and his family have lived aboard, cruising far and wide. Contributing editor for *Cruising World* and *PassageMaker*, and technical editor for *Soundings*, he wrote the book

All In The Same Boat, as well as *Chesapeake Bay Cruising Guide, Vol. 1*.



Lenny Rudow

Electronics Editor

Top tech writer and accomplished sports fisherman, Lenny has written five books, won 20 Boating Writers awards - many for his marine electronics articles - and two for excellence from the Outdoor Writers Association of America. Senior editor at Boats.com, he judges the NMMA Innovation Awards.



Patricia Rains

Regional Editor, West Coast

Pat grew up with lake ski boats in Wisconsin, then got hooked on West Coast salt-water boating. As a yacht-delivery skipper with a 100-ton USCG Master's License, she's logged more than 100,000 miles worldwide on sail- and power-boats, brought 30 boats through the Panama Canal, and published respected guidebooks on cruising Mexico and Central America. She and her husband John live in San Diego, and cruise from Alaska to Panama for fun.



Troy Gilbert

Regional Editor, Gulf Coast

An award-winning feature writer, Troy has authored four books of boating stories, and on regional cooking. You can find him either typing on his back porch in Lakeview, New Orleans, while sipping wine from his grandparents old wine glasses, or traveling throughout the Gulf Coast, Caribbean, and Europe writing about boating, culture, and his passion, competitive sailing.



Melanie Neale

Regional Editor, Florida

Melanie grew up on her family's 47-footer, travelled up and down the East Coast and Bahamas during childhood, and earned her USCG Captain's license by the age of 18 - before she even had her drivers' license! She lived aboard a 1969 Columbia 28 while attending graduate school, and has owned and renovated several boats since. Now living in St. Augustine, Melanie has written two boating books.



Dan Armitage

Regional Editor, Great Lakes

A full-time travel and outdoors writer based in Ohio, Dan is in his 20th season hosting the popular syndicated radio show *Buckeye Sportsman*. He gets around on a pontoon boat and an Aquasport center-console, which he uses for all his DIY editorial projects and fishing features. A USCG Captain (Master 50-ton), he's a popular speaker at boat and sport shows.