

BoatU.S.

MAGAZINE

2024 MEDIA KIT



ACTIVE • ENGAGED • PASSIONATE

BoatU.S. Magazine readers are active, engaged, and passionate about their time on the water. They buy, upgrade, and use boats more consistently than any other single group. Our audience view BoatU.S. Magazine as their primary source of boating information, and our readership is almost entirely unduplicated with other titles.

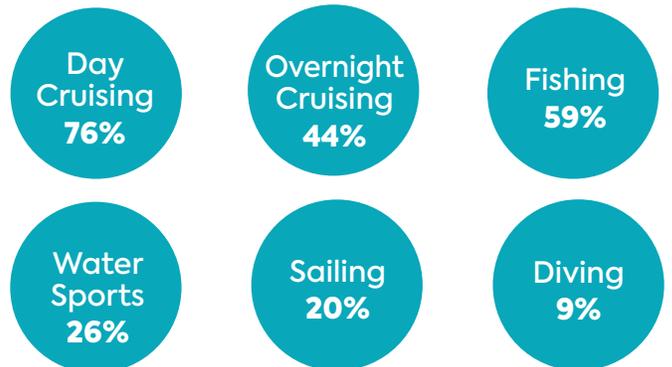
THE AUDIENCE

AAM Audited Paid Print Circulation 625,000	Readers Per Copy 1.9	Total Readership 1.2 Million
Males 91%	Median Age 56	Mean HHI \$185,150
Mean Net Worth \$1.4 Million	Own Homes 96%	Own Waterfront Property 17%
Four Year College or More 80%	Mean Boating Experience 27 Years	Plan to Purchase Boat Within 24 Months 20%

THE BOATS

Boat Ownership	96.7%
Mean Boats Owned	2.0
Mean Size of Primary Boat	28.4'
Readers Who Own Boats Over 40'	62,000

ACTIVITIES



2024 EDITORIAL CALENDAR

FEBRUARY/MARCH

ELECTRONICS ROUNDUP

Great Destinations for Boaters
Weather Routing

APRIL/MAY

FISHING ISSUE

DIY for Spring
Winter Destinations

JUNE/JULY

SUMMER FUN

Big-Boat Boathandling
Complete Anchoring Guide
Winter Destinations

SEPTEMBER/OCTOBER

HEAVY WEATHER PREP

Fall Lay-Up
DIY Winter Projects

NOVEMBER/DECEMBER

BIG-BOAT ISSUE

Ft. Lauderdale Preview
DIY Winter Projects

2024 RATE CARD & DEADLINES

FOUR COLOR
FREQUENCY: 5 issues a year
CIRCULATION: 625,000 (AAM Audited)

ADVERTISING DEADLINES

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

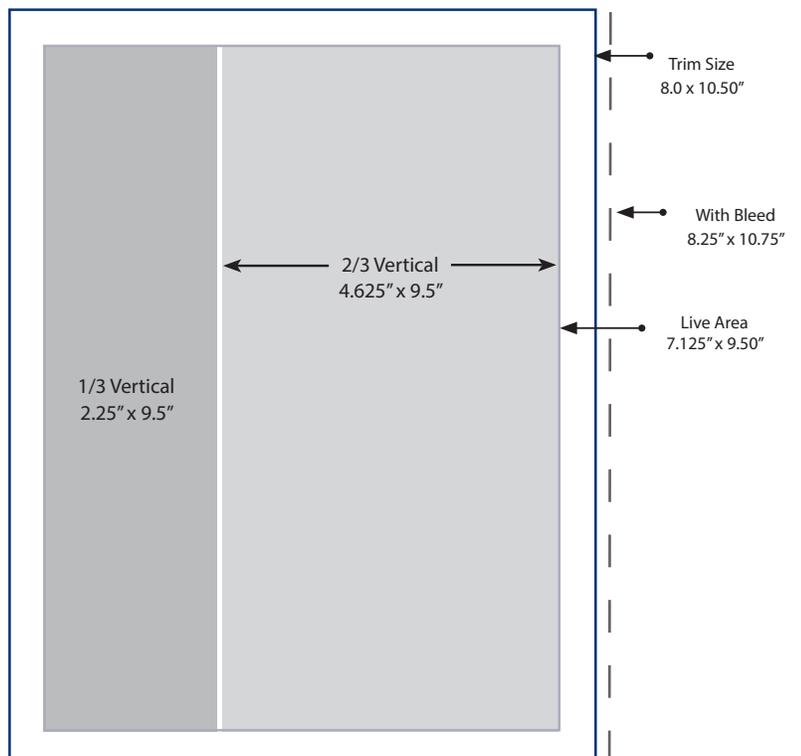
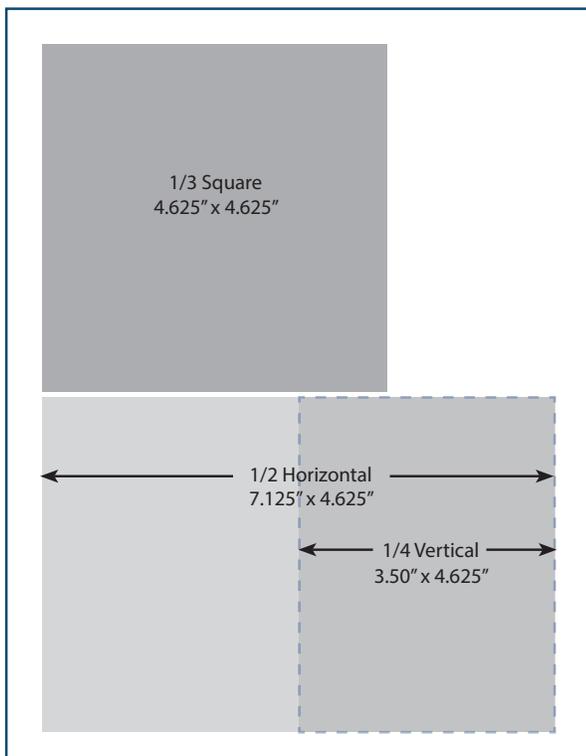
ISSUE	AD DEADLINE	IN HOMES
February/March	1/3/24	2/4/24
April/May	3/1/24	4/6/24
June/July	5/3/24	6/8/24
September/October	7/12/24	8/21/24
November/December	9/20/24	10/26/24

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"



Please send file as high resolution PRESS quality pdf, 300 dpi, CMYK file to Ads@BoatUS.com



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

\$185K+

HOUSEHOLD INCOME

56
AVERAGE AGE

\$1.4 MIL

NET WORTH

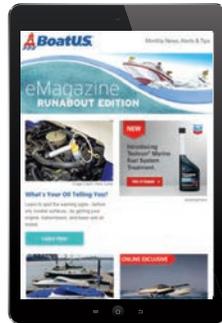
AD POSITION

RECTANGLE: 300 x 250 pixels • Max file size 30kb, .gif, .jpg.
3rd party ad serving supported • \$18 CPM Run of site.

Specific content areas available for a slightly higher CPM.

monthly eNewsletter

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



BoatUS Monthly News, Alerts & Tips

eMagazine POWER EDITION

ONLINE EXCLUSIVE

World's Largest Yacht
Take a mind-bending look at the launch of REV Ocean, the world's largest superyacht - at 600 feet.

[Check It Out](#)

NEW

Introducing **Techron® Marine Fuel System Treatment.**

[TRY IT TODAY >](#)

Stretched Out In Style
Cruisers, tugs, catamarans, and even center-consoles are maxing out the speed, luxury, and the creature comforts you want.

[Dream Big](#)

Game-Planning Boat Shows
Our insider offers top tips for navigating the event - and scoring great deals - from two decades of attending boat shows.

[Learn More](#)

How To Pivot a Single Engine Inboard in Its Own Length

\$2,000 CASH BACK

BoatUS Monthly News, Alerts & Tips

eMagazine SAILING EDITION

The Allure Of Greece
Great sailing, a philosopher skipper, and a reunion of old friends make new memories in Greece's Cyclades Islands.

[Sail Away](#)

Sailing For Others
The Leukemia Cup Regatta is about so much more than racing, boasting fun events around the country and benefiting those in need.

[Do Good](#)

After The Storm [VIDEO]
Follow our step-by-step guide to what you should - and shouldn't - do once a storm has passed and you can access your marina.

[Watch Now](#)

ONLINE EXCLUSIVE

What to Do After a Hurricane

NEW

Introducing **Techron® Marine Fuel System Treatment.**

96.7%
OWN A
BOAT

2
BOATS
OWNED

\$151K+
AVERAGE
BOAT VALUE

28.4'
AVERAGE
BOAT SIZE

62,000
OWN BOATS
OVER 40'



Bernadette Bernon

Editorial Director

Winner of national writing and leadership awards, Bernadette has steered *BoatU.S. Magazine* to 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 blue-water cruising for six years on their 39-foot cutter *Ithaka*, now live in Rhode Island, and have a 24-foot Seaway lobster boat.



Tom Neale

Technical Editor

Author of our popular "Ask The Experts" column, Tom has won numerous first place awards from Boating Writers International. Owing many boats since he was 9, he and his family lived aboard and cruised for more than 30 years. He wrote the book *All In The Same Boat* (McGraw Hill), as well as *Chesapeake Bay Cruising Guide*, Vol. 1. Technical editor for

Soundings, former editor at large for *Cruising World* and *PassageMaker*, Tom is now *BoatU.S. Magazine's* invaluable technical editor. He and his wife have a Camano 41.



Rich Armstrong

Senior Editor

The Jersey shore and New York lakes defined Rich's youth, and a 21-foot Four Winns deck boat was a focus for his own young family living near the Connecticut River. A journalist by training, he worked in TV news and at several newspapers before his 18 years at *Soundings* and *Soundings Trade Only*, where as a top editor he reported on everything from boat and product innovation, to compelling features, building his reputation as one of the most thorough reporters and best feature writers in the industry.



Stacey Nedrow-Wigmore

Managing Editor

Stacey's earliest memories include being hung by her ankles in the engine compartment of her family's 1963 Egg Harbor, helping with repairs. She spent 20 years editing, writing, and photographing for magazines and books, including *Practical Horseman* magazine. An award-winning photographer and writer, Stacey's *BoatU.S. Magazine* articles have

won top industry honors. She also manages our video production team, creating 40+ excellent how-to videos a year, which appear on our YouTube channel.



Lenny Rudow

Contributing Editor, *New Boats*, *Fishing & Electronics*

Top tech writer and accomplished sports fisherman, Lenny has written seven books, won 46 awards from Boating Writers International – many for his marine electronics articles – and two for excellence from the Outdoor Writers Association of America. Angler in Chief at *FishTalk* magazine, this passionate angler and DIY boater judges the NMMA Innovation Awards, and is featured in many of BoatU.S.'s popular how-to videos.



Frank Lanier

Contributing Editor

A native of Topsail Island, NC, Frank is a Coast Guard veteran and SAMS® accredited marine surveyor with more than 40 years experience. He's captained and maintained vessels ranging from excursion dive boats to passenger ferries in the Atlantic, Caribbean, and South Pacific, and has more than 18 years of liveaboard experience. A popular author, speaker,

and winner of multiple journalism awards, Frank's down-to-earth articles on seamanship, systems, electronics, and maintenance are reader favorites.



Fiona McGlynn

Contributing Editor

Fiona has won multiple writing awards for her *BoatU.S. Magazine* investigative features, and consumer and government-affairs reports. After working as a management consultant at Bain & Co., she and her husband completed a 13,000 mile sail from Vancouver to Mexico to Australia on their 35-footer. Living in the Pacific Northwest, she's a board member of her local Search and Rescue, and founding editor of the millennial boating website WaterborneMag.com.



Dan Armitage

Regional Editor, *Great Lakes*

One of our most popular "Practical Boater" writers, especially on small-boat topics, he covers the Great Lakes, and is in his 25th season hosting the popular syndicated radio show *Buckeye Sportsman* (buckeyesportsman.com). A full-time travel and outdoors writer based in Ohio, Dan gets around on a deck boat and an Aquasport center-console,

which he uses for his DIY and fishing features. A USCG Captain (Master 50-ton), he's a respected speaker at boat and sport shows.



Claire Wyngaard

Magazine and Public Relations Coordinator

A Force 5 racer turned cruiser, now on a 44-foot ketch, Claire and her husband have explored the Chesapeake Bay, and up the American East Coast. She takes care of our writers and photographers, their contracts, and correspondence, and is part of our Practical Boater team helping to put together our DIY and boat handling stories. She also works with BoatU.S. Public Relations to distribute important boating news and helping boating clubs find engaging content for their newsletters.



Herb McCormick

Contributing Editor

Award-winning journalist, and avid inshore and offshore cruiser and racer, Herb is the former editor-in-chief of *Cruising World*; boating correspondent for *The New York Times*; and author of five books, including *As Long as It's Fun* about voyaging icons Lin and Larry Pardey, and *Offshore High* about trailblazers Doris and Steve Colgate. He has

a Pearson Ensign in hometown Newport, Rhode Island, and a Pearson 365 in Longboat Key, Florida.



Elaine Lembo

Contributing Editor

Top newspaper reporter and magazine feature writer, Elaine is an award-winning writer, editor, and reporter. She spent years working in the Caribbean charter boat industry, until spearheading *Cruising World's* global charter coverage, and becoming the magazine's deputy editor. Her writing appears regularly in print and digital media, and she lives in Newport, Rhode Island.



Tim Murphy

Contributing Editor

Author of *Adventurous Use of the Sea* (2022) and coauthor of several business and marine technical manuals, Tim grew up aboard a 41-foot ketch, crewed aboard a 130-foot brig, and earned a 100-ton Masters license. The former executive editor of *Cruising World* has been a sailing instructor, yacht-delivery skipper, award-winning marine journalist, and in 2021-22 he and his partner sailed the 1988 *Passport 40 Billy Pilgrim* from home in New England to the Exuma Cays and back.