



**BoatU.S.**  
MAGAZINE

Media Kit



# BoatU.S. MAGAZINE

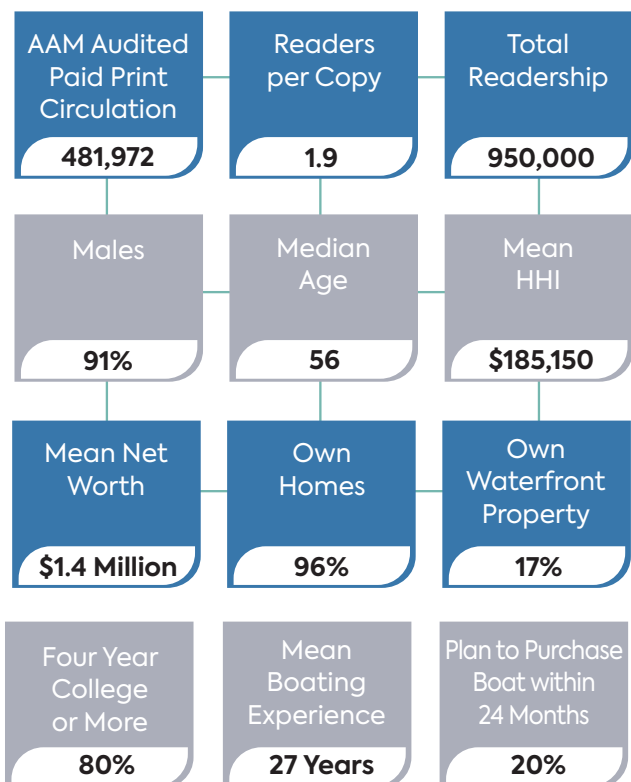
## READERSHIP



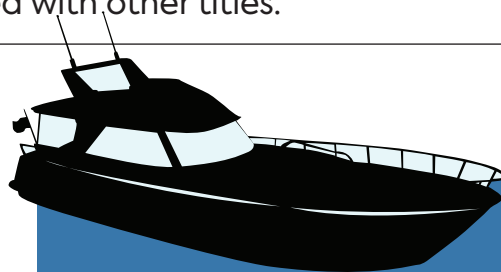
## ACTIVE • ENGAGED • PASSIONATE

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



### 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

Day Cruising  
**76%**

Overnight Cruising  
**44%**

Fishing  
**59%**

Water Sports  
**26%**

Sailing  
**20%**

Diving  
**9%**



# BoatU.S. MAGAZINE

## CALENDAR



### 2019 EDITORIAL CALENDAR

FEBRUARY/MARCH

#### DIY SPECIAL

Electronics Roundup

Photo Contest Winners

Miami Preview

APRIL/MAY

#### TECHNOLOGY

Newest Advances in  
"The Connected Boat"

Spring Fitting Out

Fishing Baja

JUNE/JULY

#### FISHING ISSUE

10 Greatest Places for Boater to Live

10 New Great Boating Towns

Trailer Tips

AUGUST/SEPTEMBER

#### SUMMER FUN

Sport Boats and Toys

Hurricane Prep

Cruising Maine

OCTOBER/NOVEMBER

#### THE BIG BOAT ISSUE

Moving Up

Ft. Lauderdale Preview

Winter Layup

DECEMBER/JANUARY

#### CHARTERING SPECIAL

Winter Travel

Gift Guide and New Products

### 2019 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	\$ 4,250
1/6 PAGE	\$ 6,200	\$ 5,500	\$ 5,000	\$ 6,400

#### AD MATERIAL CLOSE DATES

ISSUE	AD DEADLINE	IN HOMES
February/March	December 7	January 20
April/May	February 14	March 20
June/July	April 12	May 20
August/September	June 14	July 20
October/November	August 16	September 20
December/January	October 11	November 20

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



## EDITORIAL ELEMENTS



**Sea Ray 470 Sundancer**  
Go into almost any marina and the chances you won't find a Sea Ray 470 is one of the larger boats from the building, and while smaller boats from Sea Ray fall into the weekend cruiser category, the 470 is most definitely one that you'll want to spend longer periods of time aboard. Twin Cummins 400-hp engines propel the boat to 30 knots per hour, and the optional bow and stern thrusters should make docking a breeze. Owners will love the large cockpit, sliding glass doors in the main cabin, and the open helm to the lower galley. When it's time to turn in, there's single nozzles for two engines in separate cabins, and each cabin has its own head.

**LENGTH** 47'3"  
**BEAM** 14'  
**DRAFT** 4'  
**FUEL** 200 GAL.  
**WATER** 100 GAL.  
**WASTE** 42 GAL.

Modern interior, open spaces, and a large cockpit give a Sea Ray 470.

## PRACTICAL BOATER

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

### FISHING 2015

## Does Your Boat FREAK The Fish?

Some boats scare fish worse than others, but there are several things you can do to fix your fishing machine

BY LENNY RUDOW

**Y**OU 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 failure to understand our quarry: Fish "hear" sounds and "feel" vibrations via their lateral line, which is a series of special sensory organs called neuromasts running along the fish's flanks. Inside a neuromast are tiny hairs in a jelly-like medium. 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 thump on the deck or slam that cooler shut, every finned critter within casting distance knows something may be amiss.



**TIP**

Try using a lead weight on your head or jay head on deck is almost as bad as slamming a hatch.



## 3 Great Escapes

### Fast Fleet In The Sleepy Abacos

Blustery winds, speedy sailing, and aquamarine water make for a perfect Bahamas charter

BY ZUZANA PROCHAZKA

**T**he Rage is on, Terry, the Abacos Dream Yacht Charters base manager warned us. For a moment, I thought he was referring to some bizarre local dance, but the Rage is the name given to the strong trade winds that were about to make our week in the aquamarine waters of the Bahamas a high-speed adventure.

We'd chartered four catamarans, with six to each boat, in the Sea of Abaco, often referred to as the Disneyland of the Bahamas. Besides the color of the water, which defies description, the best thing about this cruising ground are the short distances, the character of each island, and the sheltered water that stays flat no matter what the Atlantic is cooking up on the outside.

Our first destination was Great Guana Cay and the world-famous Nippers Beach. But the place to let your hair down and enjoy a rum punch or a conch burger. Because Nippers is on the windward side of Guana, by evening the blown sand was giving us an unexpected exhibition, so we headed back to the boat in the sheltered anchorage.

The next morning, the winds piped up to 30 to 35 knots, and we were off. Abacos is a series of islands, and the Sea of Abaco is a series of bays.

**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.

**BOATU.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.

**PRACTICAL BOATER** 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.

**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

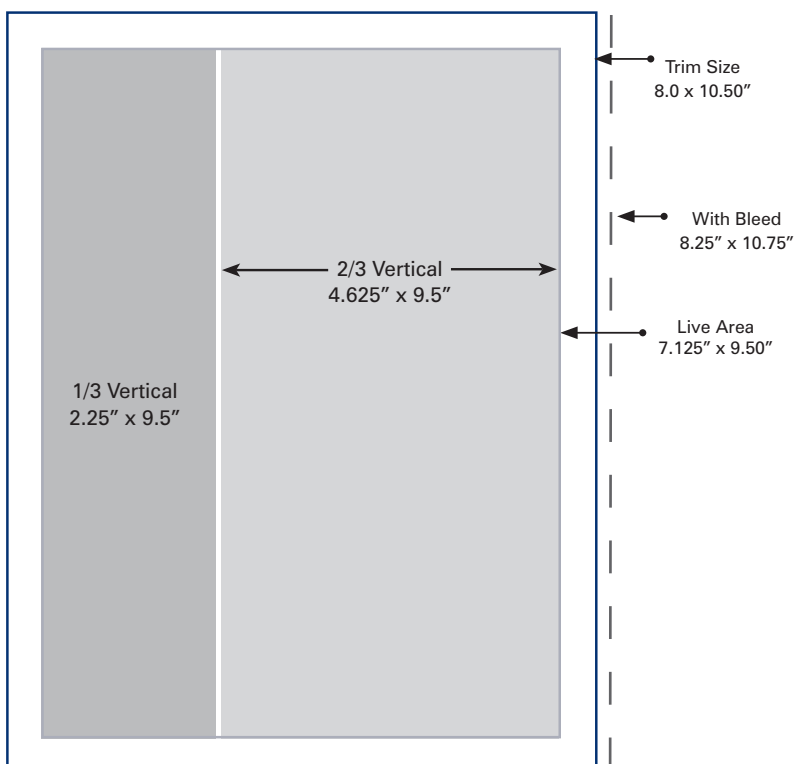
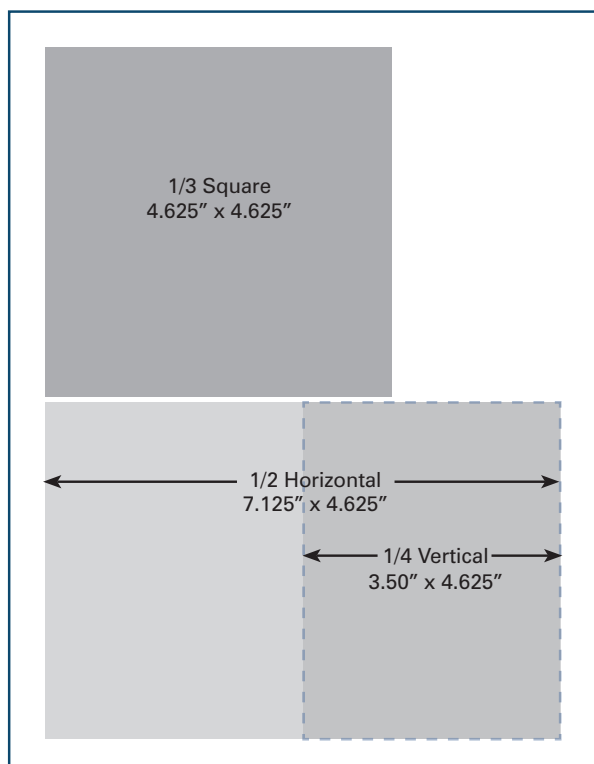


### MECHANICAL SPECS

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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User Name: csuser, Password: csuser1





# BoatU.S.

MAGAZINE

## 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

### \$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.

# BoatU.S.

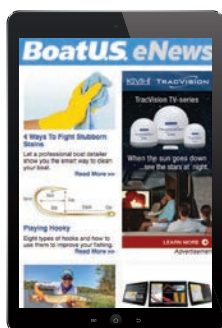
MAGAZINE

## E-NEWS



## monthly eNewsletter

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



### BoatU.S. eNews



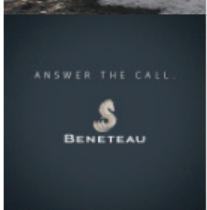
#### Keeping The Water On The Outside

Here are three items to have aboard in case you spring a leak.  
[Read More >>](#)



#### We Put Flares (And Signal Lights) To The Test

Which visual distress signal is right for you?  
[Read More >>](#)



Advertisement



#### Pick The Right Rod For The Job

Which should you have more of: fishing rods or golf clubs?  
[Read More >>](#)



#### Shooting Great Boating Video

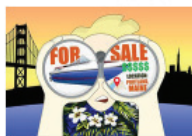
Our experts share their tips for recording your boating memories.  
[Read More >>](#)

### BoatU.S. eNews



#### 6 Tips For Canine Crew Safety

Protect your four-legged buddy on the water.  
[Read More >>](#)



#### Avoid Getting Burned By Online Boat Shopping

Stack the odds in your favor with this long-distance gamble.  
[Read More >>](#)



#### Don't Let The Summer Heat Sink Your Day

Learn the symptoms of hyperthermia and how to beat life-threatening overheating.  
[Read More >>](#)



Advertisement



#### 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 >>](#)

# 96.7%

OWN A  
BOAT

# 2

BOATS  
OWNED

# \$151K+

AVERAGE  
BOAT VALUE

# 28.4'

AVERAGE  
BOAT SIZE

# 62,000

OWN BOATS  
OVER 40'



## EDITORS



### Bernadette Bernon

#### 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.



### Rich Armstrong

#### Senior 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.



### 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 repair work and searching for lost items. Her love of boats may only be superseded by her love of horses. She spent 20 years writing and photographing for and editing magazines and books – including *Practical Horseman* magazine. She is an award-winning writer and photographer, bringing home a first place Boating Writers International award for her article "2017 Boat Lover's Guide to Marine Tech Schools and Colleges" that appeared in the December 2016 issue of *BoatU.S. Magazine* and a third place for "Bitter Soup," which appeared in the August/September 2017 issue.



### 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

#### Associate Editor

Charles handles our exclusive Seaworthy in-depth tech feature in every issue, our videos, and our investigative features. He helps with dispute-mediation, and writes our Consumer Protection column. A member of the National Association of Marine Surveyors, he's on ABYC tech committees, and has a 100-ton USCG license. He is a sailor, who went cruising with his family, and lives in California.



### Tom Neale

#### Technical Editor

Our go-to technical expert, and author of our "Ask The Experts" column, Tom has won nine first-place awards from Boating Writers International. Owning many boats since he was 9, he and his family lived aboard for more than 30 years, cruising far and wide. Former editor at large for *Cruising World* and *PassageMaker*, former author of *Cruising World's* "On Watch" column, and *Soundings' "Sea Savvy"* column, and technical editor for *Soundings*, he is now technical editor for *BoatU.S. Magazine*. He wrote the book *All In The Same Boat*, published by McGraw Hill as well as *Chesapeake Bay Cruising Guide, Vol. 1*.



### Lenny Rudow

#### Electronics Editor

Top tech writer and accomplished sports fisherman, Lenny has written seven books, won 45 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, 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 powerboats, 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.



### 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.