

BoatU.S.

MAGAZINE

2021 MEDIA KIT



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 Print
Circulation

608,044

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

Day
Cruising
76%

Overnight
Cruising
44%

Fishing
59%

Water
Sports
26%

Sailing
20%

Diving
9%



2021 EDITORIAL CALENDAR

FEBRUARY/MARCH

ELECTRONICS ROUNDUP

Cruising Inspirations
Great Vacations for Boaters

APRIL/MAY

TECHNOLOGY

Newest Advances in
Electronic Propulsion & Batteries
Spring Fitting Out

JUNE/JULY

FISHING ISSUE

The Latest in Techniques and Gear
Boat Handling

SEPTEMBER/OCTOBER

SUMMER FUN

Great Destinations
Heavy-Weather Prep

NOVEMBER/DECEMBER

THE BIG BOAT ISSUE

Ft. Lauderdale Preview
DIY Projects

2021 RATE CARD & DEADLINES

FOUR COLOR
FREQUENCY: 5 issues a year
CIRCULATION: 608,044 (AAM Audited)

	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

ADVERTISING DEADLINES

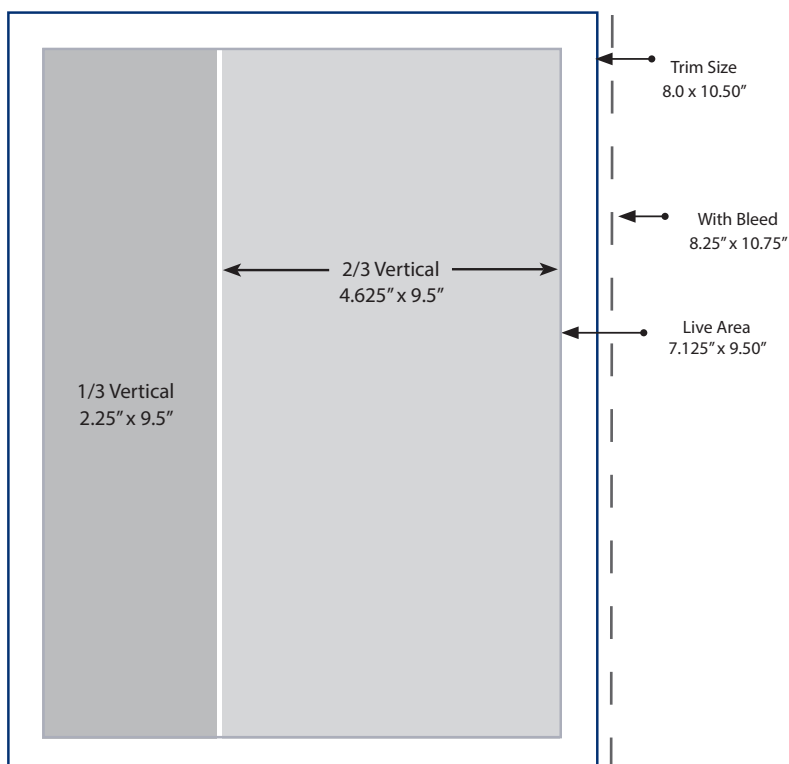
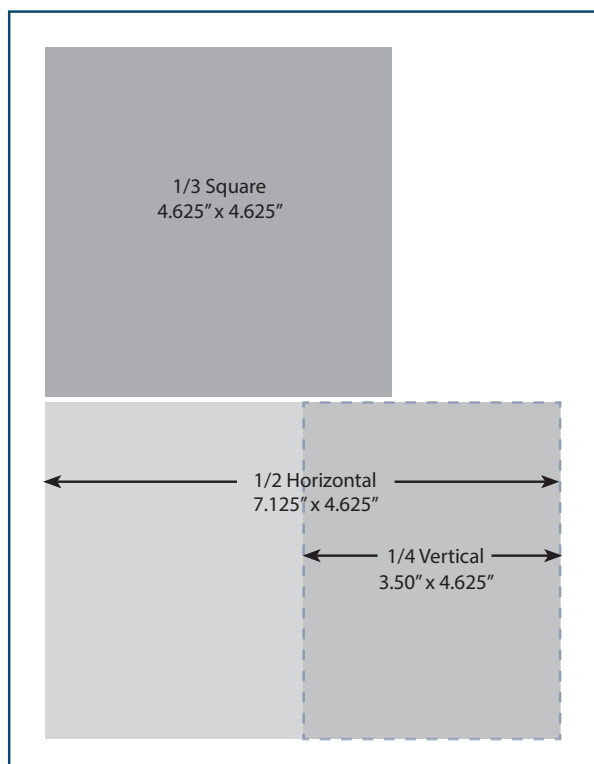
ISSUE	AD DEADLINE	IN HOMES
February/March	January 8	February 15
April/May	March 5	April 15
June/July	May 7	June 15
September/October	July 15	August 25
November/December	September 17	October 30

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 or FTP them to [csftp.boatus.com](ftp://csftp.boatus.com)
 User Name: csuser, Password: csuser1



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

360°
How To Pivot a Single Engine Inboard in Its Own Length

Upgrade to the Perfect DIRECTV HDTV Solution
\$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

NEW
Introducing Techron® Marine Fuel System Treatment.

Upgrade to the Perfect DIRECTV HDTV Solution
\$2,000 CASH BACK

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.



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

Contributing Editor, New Boats, Fishing & Electronics

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.



Charles Fort

Contributing Editor

Charles writes in-depth tech features, boater profiles, consumer affairs, boating safety, DIY, and investigative features. A member of the National Association of Marine Surveyors, he's on ABYC tech committees, and holds a 100-ton USCG license. A sailor, he took his children long-distance cruising before joining BoatU.S. in 2002, and now lives in California.



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.



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 and searching for lost items. Splitting her passions between boating and horses, she spent 20 years writing and photographing for and editing magazines and books, including *Practical Horseman* magazine. An award-winning photographer and writer, Stacey's BoatU.S. articles have won top industry honors. She also manages our thriving video-production team, creating 40+ excellent how-to videos a year, which appear on our YouTube channel.



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 have a Grand Banks 32.



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 a 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.



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.