Boating's Most Widely Read Trailering Publication!

BoatU.S. Trailering

Official Publication Of The BoatU.S. Trailering Club

Audience: 90,000 Active Trailer Boaters!

The BoatU.S. Trailering audience is the largest and most engaged group of trailer boaters available in any one place. They trust *BoatU.S. Trailering* to keep them informed and safe on topics they are passionate about.

Spring Edition - The *BoatU.S. Guide to Trailering.*

This reference publication will contain tons of great editorial content on how to tow safely, maintain your trailer, as well as great tips on all aspects of boat trailering.

The Guide will have thick cover stock, loads of editorial, and be book size. Readers will want to keep the Guide available all season so your advertising message will receive valuable multiple impressions. This book will be a "keeper."

The guide will also be available online and a digital ad position with click-through opportunity is included with each ad.

The BoatU.S. Guide to Trailering 2012

Deadline: March 15 — **In Home:** April 20

Size: 6" x 10.5" with Heavy Cover Stock and Paper, Perfect-Bound.

Advertising positions:

Full Page with Digital: $3,000 (6 x 10.5" trim)
Half Page with Digital: $1,750 (5.25 x 4.625")

Editorial topics include:

Trailering 101: A walk around insection for every time you leave the driveway.
What went Wrong?: BoatU.S. On-the-road towering pros look at mishaps from their files.
More of your questions answer by our ***"Trailering Guys"*** — experts who've seen it all.
Weather with Max Mayfield, legendary Director of NOAA's National Hurricane Center.
Driving Tips for Trailering and Launching.
Hands-On How-tos: Upgrade and Maintenance projects step by step.

Sectional Sponsorship Opportunites are also available for advertisers.

Contact: John Bratten 703.461.4389 jbratten@boatus.com
or **Elio Betty 703.461.4383 ebetty@boatus.com**

Subscribers Receive 3 More Full Issues throughout the Year!

Editorial Calendar

WINTER

Bottom Paint. How-to especially for boats on trailers. Tie it down! Best practices for safety on the road Destination Chicago

SUMMER *Safety Special*

- **Hook up right:** Safety chains and alternatives
- **Brakes:** Testing, maintenance and upgrades.
- **Lighting:** Everything from how to diagnose a problem to LED upgrades.

FALL

Tires: What to look for in a trailer tire and who manufactures them. Winterizing for trailerable boats.

	In-House Date	Ad Close Date
Winter	2/15/2012	1/15/2012
Spring	4/15/2012	3/16/2012
Summer	6/15/2012	5/18/2012

Rates:

Full Page: $3000 **Half page:** $1750 **Quarter Page:** $995

ENews:

Each Issue of Trailering is followed by the BoatU.S. Trailering ENews, emailed to 70,000 trailer boat owners. The ENews contains additional content and multi-media on trailering topics. It is in inboxes a week after the printed magazine is in mailboxes for a unique one-two marketing punch. Exclusive sponsorship with a large ad position on the email are available as stand alones or in combination with print for the best ROI.

Cost: $2000

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