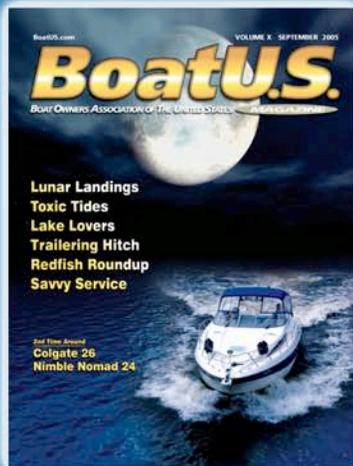




Nobody Offers You More Ways to Reach More Active Boat Owners

Your Guide to the Nation's Largest Association of 650,000 Power and Sailboat Owners

PRINT & DIGITAL PUBLICATIONS



BoatU.S. Magazine

DIY Boat Owner

BoatU.S. Trailing Magazine

BoatU.S. Angler Magazine

Member Services Directory

ONLINE ADVERTISING



BoatUS.com

DIY-Boat.com

BoatUSAngler.com

E-MAIL MARKETING



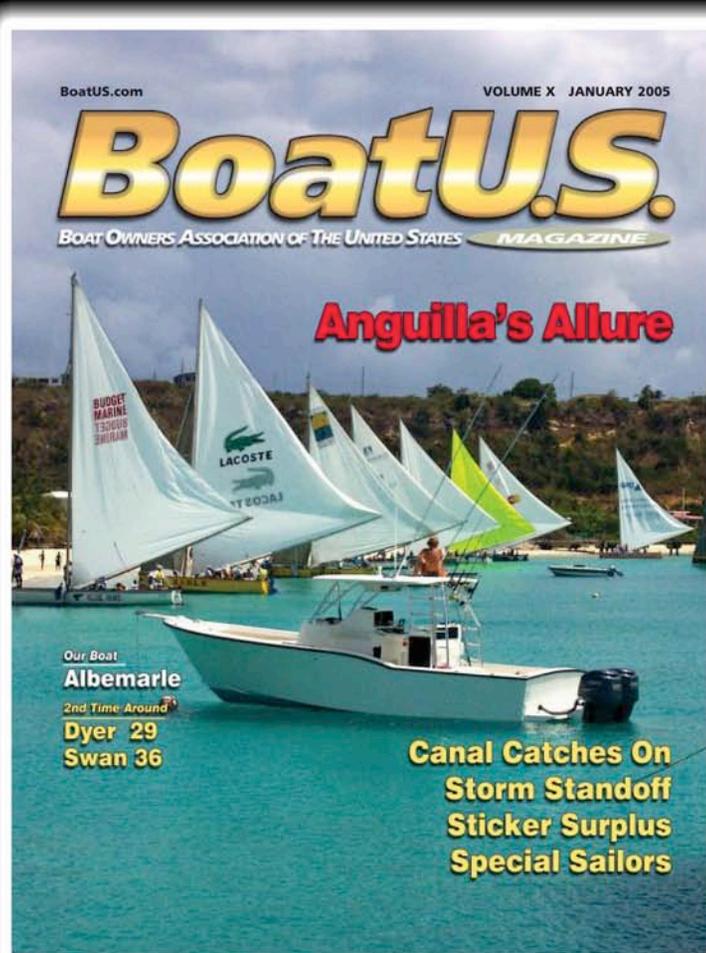
Membership E-Line

Web Specials

Classifieds



Nobody Offers You More Ways to Reach More Avid Boat Owners



BoatU.S. Magazine is produced for the owners of recreational boats—both power and sail—who want credible information, news and features they can trust in a concise, easy to read format.

CIRCULATION
**PRINT
EDITION**
RATES

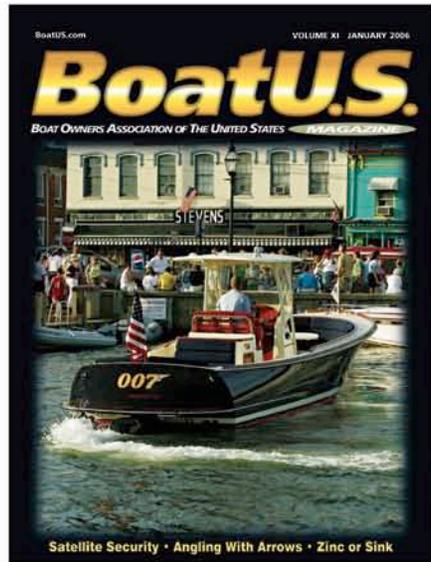
CIRCULATION
**DIGITAL
EDITION**
RATES

Please contact: John Bratten
Advertising Sales Manager
Boat Owners Association of The United States
Direct: 703-461-4389 Fax: 757-383-6132
jbratten@boatus.com

[BACK TO MAIN MENU](#)



Nobody Offers You More Ways to Reach More Affluent Boat Owners



With an ABC paid circulation of over 650,000, BoatU.S. Magazine has more subscribers than the top four boating magazines combined.

Our Subscribers:

- 650,113 (ABC 12/31/07)
- 1,180,000 readers per issue
- 88% read 3 of 4 issues
- 80% read 4 out of 4 issues
- Mean HHI — \$160,900
- Mean Household net worth \$1.5 million
- Mean Mkt. Value Residence \$679,900

RATES 2008

Their Boats:

Size	%	Number	Inboard 37%
<20	20%	132,000	Outboard 24%
21-30	44%	290,400	Auxiliary Sailboat 19%
31-40	26%	171,600	Jet Drive 8%
40+	11%	72,600	Boats Owned per Household: 1.8 boats
28.4 ft. Mean			Total Boats Owned 1,131,840

Please contact: John Bratten
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jbratten@boat.us.com

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Nobody Offers You More Ways to Reach More Online Boat Owners

DIGITAL Edition

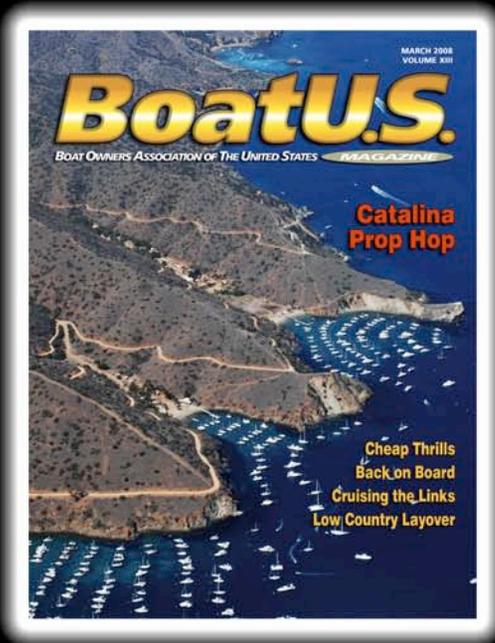
The digital version of *BoatU.S. Magazine* is sent out to approximately 315,000 members who have provided BoatU.S. with their email address and offers advertisers a chance to increase the impact of their ads through the addition of flash animation, video, audio and live hyperlinks direct to the web site or email address of their choosing.

Possible upgrades to print ads include:

- **Flash Animated ads:** Make elements of your ad appear and move into your ad space or display a subtle motion, just enough to draw the readers eye.
- **Embedded Audio:** A pre-recorded message can play when your ad appears or on rollover.
- **Embedded Video:** A short video clip can show potential customers just how to use your product. Video box can be placed anywhere in your print ad space.

Additional advertising opportunities include:

- **Bellybands:** Your ad "wraps" the cover and must be opened to view the magazine. Includes front and back flaps of 8" by 4 5/8th".
- **Gatefolds:** Add more information to your full page ad in the digital edition with extra panels.
- **Virtual Insert Cards:** Add an insertion to the front of a specific section. Ad space on the front and back of a 4" by 6" card.



**"All I can say is FANTASTIC
This is the best format ever!"**

*Robert Scrivener,
BoatUS member since 1989.*

Please contact: John Bratten
Advertising Sales Manager
Boat Owners Association of The United States
Direct: 703-461-4389 Fax: 757-383-6132
jbratten@boatus.com

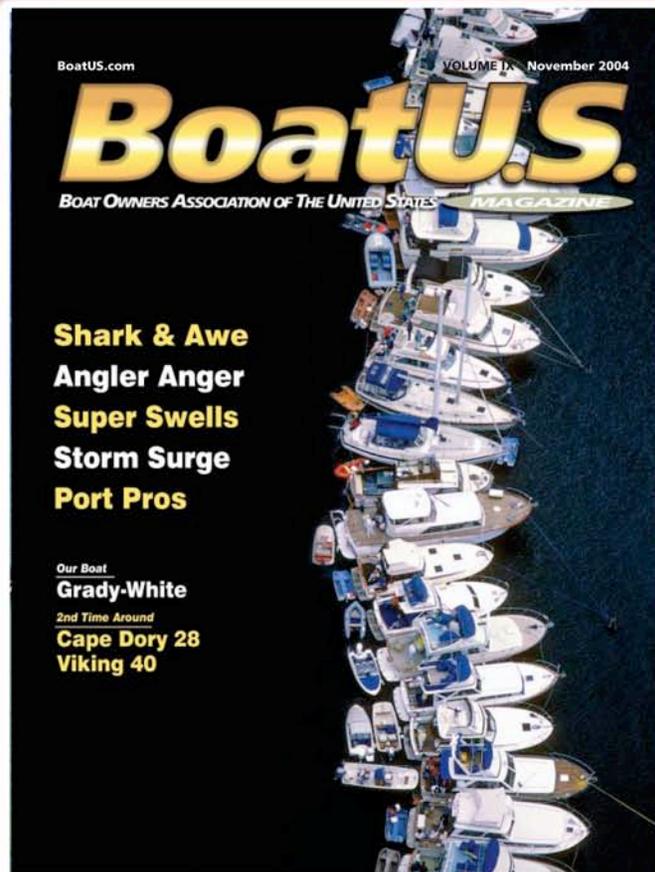
[**BACK TO MAIN MENU**](#)



Nobody Offers You More Ways to Reach 650,000 Boat Owners

PRINT EDITION

RATES 2008



Please contact: John Bratten
Advertising Sales Manager
Boat Owners Association of
The United States
Direct: 703-461-4389
Fax: 757-383-6132
jbratten@boat.us.com

EDITION: National
CIRCULATION: 650,000 PAID
FREQUENCY: Bi-monthly

4 Color

	1X	3X	6X
FULL PAGE	\$28,000	\$26,600	\$25,200
2/3 PAGE	\$21,000	\$19,950	\$18,900
1/2 PAGE	\$16,800	\$15,950	\$15,100
1/3 PAGE	\$11,200	\$10,650	\$10,100
1/6 PAGE	\$ 6,200	\$ 5,900	\$ 5,600
SPREAD	\$53,200	\$50,600	\$47,900

2 Color

	1X	3X	6X
FULL PAGE	\$23,800	\$22,600	\$21,400
2/3 PAGE	\$17,850	\$16,950	\$16,050
1/2 PAGE	\$14,300	\$13,600	\$12,850
1/3 PAGE	\$ 9,500	\$ 9,000	\$ 8,550
1/6 PAGE	\$ 5,250	\$ 5,000	\$ 4,725
SPREAD	\$45,200	\$42,950	\$40,700

Black & White

	1X	3X	6X
FULL PAGE	\$18,500	\$17,575	\$16,650
2/3 PAGE	\$14,000	\$13,300	\$12,600
1/2 PAGE	\$11,100	\$10,550	\$ 9,990
1/3 PAGE	\$ 7,400	\$ 7,000	\$ 6,650
1/6 PAGE	\$ 4,100	\$ 3,900	\$ 3,700
SPREAD	\$35,100	\$33,350	\$31,600

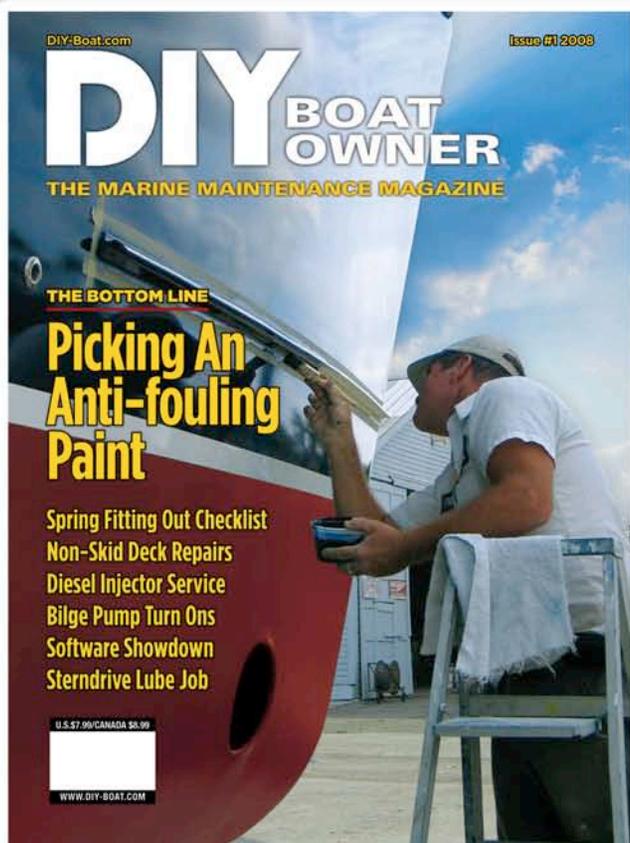
4 Color Covers

	1X	3X	6X
COVER II	\$37,000	\$35,200	\$33,300
COVER III	\$33,000	\$31,400	\$29,700
COVER IV	\$39,000	\$37,100	\$35,100

[BACK TO MAIN MENU](#)



Nobody Offers You More Ways to Reach More Engaged Boat Owners



DIY Boat Owner Magazine specializes in expert, detailed advice on how to maintain, upgrade and repair boats and boating equipment. Both power and sailboats owners get step-by-step guides, based on accepted technical standards, on boat maintenance, repair and upgrade projects.

DIY readers are serious boaters with many owning boats that are over 10 years old and who select, buy and install marine products. Your sales message reaches a dedicated, highly focused consumer with a keen interest in servicing and upgrading their boat and equipment.

- DIY is quarterly – offering 3 months of advertising exposure.
- Ad insertion in both Print & ONLINE editions with web ad linkage to client web site

Visit our Website at DIY-Boat.com

RATES 2008

"DIY is the leader in project-oriented editorial content for all boaters."

—Chuck Hawley
V.P. Product Development, West Marine

Please contact: John Bratten
Advertising Sales Manager
Boat Owners Association of The United States
Direct: 703-461-4389 Fax: 757-383-6132
[jbratten@boat.us.com](mailto:jbratten@boat.us)

[BACK TO MAIN MENU](#)

Advertising Rates

• **RATES IN US FUNDS**
Effective July 1, 2007

• **MULTIPLE ISSUE DISCOUNTS:**
2 issues, 5% 3 issues.10%
4 issues, 15%

• **AGENCY COMMISSIONS:**
Recognized agencies supplying final film are eligible to a 15% discount.

Height of Ad
Width of Ad
Color

Full page	\$2,995	7"	10"
1/2 Island	1,885	4-1/2"	7-1/2"
1/2 page V	1,820	3-3/8"	10"
1/2 page H	1,820	7"	4-7/8"
1/3 page V	1,315	2-1/8"	10"
1/3 page Sq.	1,315	4-1/2"	4-7/8"
1/4 page V	945	3-3/8"	4-7/8"
1/4 page H	945	7"	2-1/4"
1/8 page	410	3-3/8"	2-3/8"
DPS	5120	15"	10"
1/2 DPS	3,520	15"	4-7/8"
Inside front	4,175		
Inside back	4,175		
Back cover	4995		

Your Ad in DIY BOAT OWNER gives you:

MORE EXPOSURE: 3 months of advertising exposure. Plus AD insertion in our web edition that links to your site.

Please contact: **John Bratten**
Advertising Sales Manager
Boat Owners Association of The United States
Direct: 703-461-4389 Fax: 757-383-6132
jbratten@boat.us.com

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Nobody Offers You More Ways to Reach More Seasoned Boat Owners



DIY-Boat.com

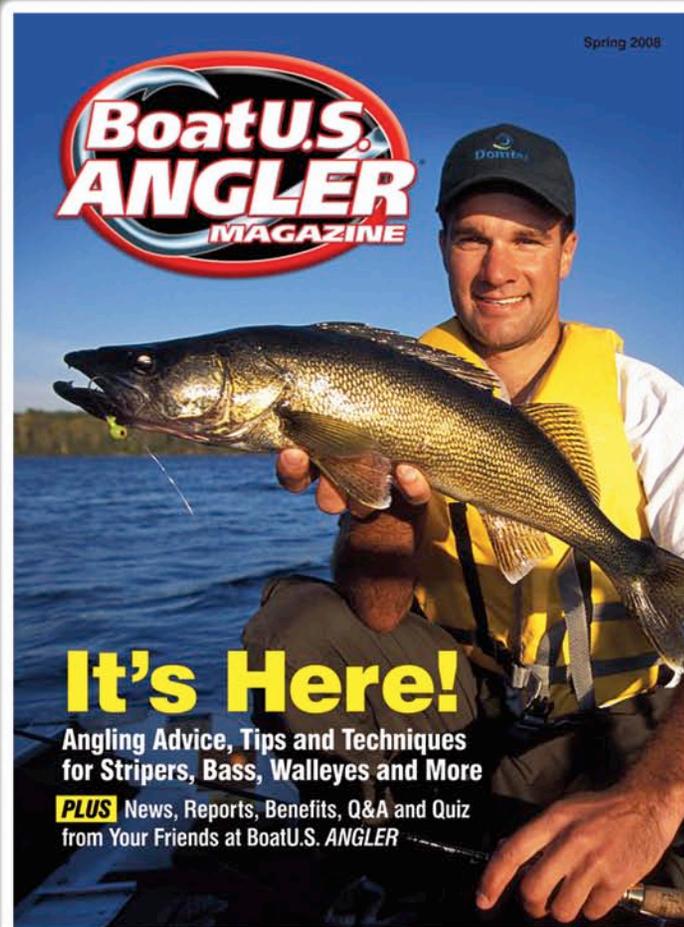
DIY-Boat.com is the boat owners' source of articles, tips, and back issues for DIY Boat Owner magazine as well as exclusive DIY CD-ROMS covering all the basic boat repair topics. Boat owners who pride themselves on their boat maintenance skills can order materials online or subscribe online. DIY-Boat.com is also the Web portal for subscribers to the digital edition of DIY.

Please contact: John Bratten
Advertising Sales Manager
Boat Owners Association of The United States
Direct: 703-461-4389 Fax: 757-383-6132
jbratten@boat.us.com

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Nobody Offers You More Ways to Reach More Boat Owners Who Fish



BoatUS Angler Magazine

A targeted publication designed to bring our members the latest Association news plus fishing and boating information from the experts. Readers will find articles on a broad mix of freshwater fishing as well as nearshore saltwater species. We share projects from *DIY Boat Owner Magazine* as well as information on destination and trailering tips from *BoatU.S. Trailering Magazine*.

Advertising in *BoatUS ANGLER Magazine* will guarantee you an active and engaged audience of 100% boat owners who fish!

RATES 2008

Please contact: John Bratten
Advertising Sales Manager
Boat Owners Association of The United States
Direct: 703-461-4389 Fax: 757-383-6132
jbratten@boatus.com

[BACK TO MAIN MENU](#)

Ad Rates & Specifications

Publish Dates

Spring 2009	December 22, 2008	January 11, 2009
Summer 2009.....	April 20, 2009	May 4, 2009
Fall 2009	June 19, 2009	July 2, 2009

Space Closing

Materials Deadline

Stock: Cover, 80 lb. coated gloss - Inside, 40 lb. coated gloss **Size:** 8" x 10 7/8" **Color:** Four-Color process throughout

Ad Rates

Four
Color

	1x	2x	3x
Two Page Spread	\$3,721	\$3,535	\$3,358
1/2 Page Spread	\$2,176	\$2,067	\$1,964
Full Page	\$1,978	\$1,879	\$1,785
2/3 Page	\$1,310	\$1,245	\$1,182
1/2 Page	\$1,172	\$1,113	\$1,057
1/3 Page.....	\$940	\$893	\$848
1/4 Page.....	\$777	\$738	\$701
2nd & 3rd Covers	\$2,309	\$2,194	\$2,351
Back Cover	\$2,475	\$2,352	\$2,234

Black
& White

Two Page Spread	\$2,963	\$2,815	\$2,674
1/2 Page Spread	\$1,815	\$1,724	\$1,638
Full Page	\$1,517	\$1,441	\$1,369
2/3 Page	\$1,137	\$1,080	\$1,026
1/2 Page.....	\$892	\$847	\$805
1/3 Page.....	\$658	\$625	\$593
1/4 Page.....	\$495	\$470	\$447

Electronic Media Requirements

- All materials must be sent digitally.
- All digital materials must be in Macintosh format.
- Ads should be provided on CD or 100MB ZIP disks.
- Ads should be created in Quark for Macintosh, with images saved as TIFF, EPS files or locked high resolution PDF files.
- All images must be 300 dpi and large enough for the desired size.
- All artwork, logos, and both screen and printer fonts used in ad must be included on the disk. Failure to include fonts may result in font substitution at publisher's discretion or loss of text.
- A press proof must be provided.
- Ads must be built to the correct size specifications. Ads that are not will be adjusted to fit.

Media Labeling:

Publication name, issue date, agency name, phone number, advertiser name, contact person (name, phone and email), file name and a printout of items on disk.

Inserts, reply cards, etc., are quoted upon request.

Commissions & Discounts:

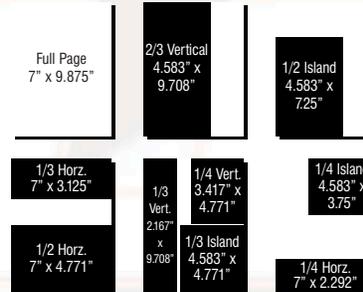
Recognized agencies receive a 15% discount off the published rates. All advertising is billed net 30 days. Terms are net 30 days to receive discounts to agencies and advertisers. There is a carrying charge of 1.5% per month after 30 days on balance due.

Send Materials To: BoatU.S. ANGLER Magazine

Attention: Craig Robinson
42 South Washington Avenue, 2nd Floor • Brownsville, TN 38012
phone: 731-772-9962 • fax: 731-772-9763
email: craig@billdancefishing.com

Ad Specifications

2-Page Spread	15" X 9.875"
2-Page Spread (Trim)	16" x 10.875"
2-Page Spread (Bleed)	16.25" x 11.125"
Full Page	7" x 9.875"
Full Page (Trim)	8" x 10.875"
Full Page (Bleed)	8.25" x 11.125"
2/3 Vertical	4.583" x 9.708"
1/2 Horizontal	7" x 4.771"
1/2 Island	4.583" x 7.25"
1/3 Vertical	2.167" x 9.708"
1/3 Horizontal	7" x 3.125"
1/3 Island	4.583" x 4.771"
1/4 Horizontal	7" x 2.292"
1/4 Island	4.583" x 3.75"
1/4 Vertical	3.417" x 4.771"



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The United States
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jbratten@boatus.com



[BACK TO MAIN MENU](#)



Nobody Offers You More Ways to Reach More Ardent Boat Owners

BoatUSAngler.com

BoatU.S. ANGLER is a membership program from BoatU.S. - the nation's largest association of recreational and fishing boat owners - that offers benefits and services geared specifically toward the inland freshwater, and near-shore saltwater fisherman.

BoatU.S. ANGLER Website features include:

- Fun pages: "Catch of the Month" and "Hooked on Safety" photo contests
- Guide Locator - includes listings of over 1300 guides and charters nationwide
- Bait and Tackle Shop Locator-includes just under 9000 B&T Shops nationwide
- ANGLER "How-To's"-includes fishing basics, fishing tactics & techniques, DIY projects

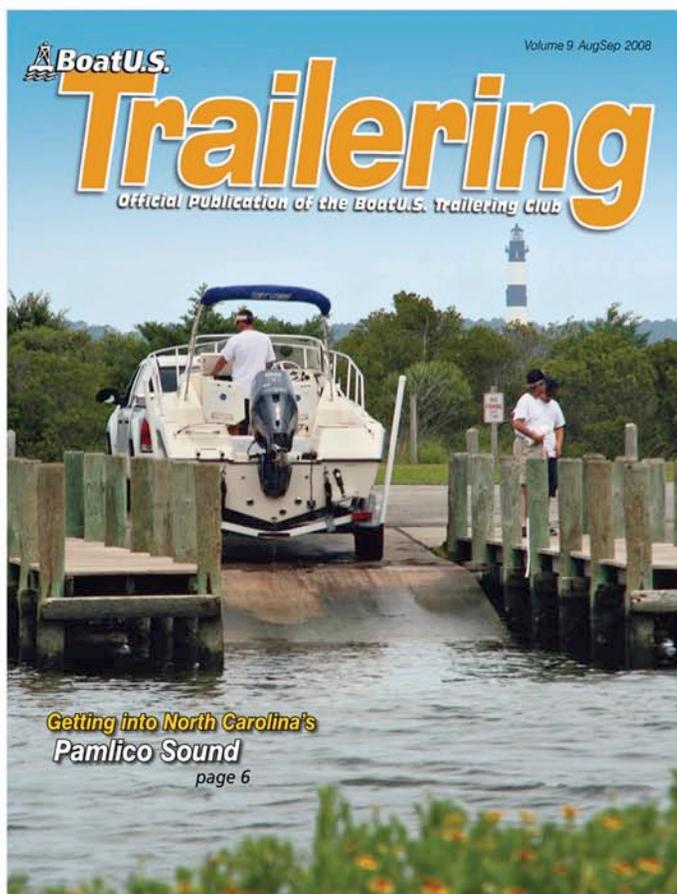


Please contact: John Bratten
Advertising Sales Manager
Boat Owners Association of The United States
Direct: 703-461-4389 Fax: 757-383-6132
jbratten@boatus.com

[BACK TO MAIN MENU](#)



Nobody Offers You More Ways to Reach More Mobile Boat Owners



BoatU.S. Trailing magazine

With over 34% of our 650,000 members keeping their boats at their residence, **BoatU.S. Trailing magazine** attracts trailer boaters with its practical information geared specifically for the way they use their boats.

RATES 2008

Please contact: John Bratten
Advertising Sales Manager
Boat Owners Association of The United States
Direct: 703-461-4389 Fax: 757-383-6132
jbratten@boat.us.com

[BACK TO MAIN MENU](#)



Nobody Offers You More Ways to Reach Boat Owners Who Travel

Target Your Audience with the Nation's Trusted Trailer Magazine



- Big exposure at a fraction of the cost.
- Captive audience with proven purchasing power.
- Ever expanding membership base.
- 80% renewal rate indicates a dedicated readership.
- Join the ranks of other manufacturers including Garmin, Icom, Optima and more, that get more pull from their advertising dollars.

Please contact: **John Bratten**
Advertising Sales Manager
Boat Owners Association of The United States
Direct: 703-461-4389 Fax: 757-383-6132
jbratten@boat.us.com

RATES

Rate Schedule
PAGE SIZE: 8 x 10 7/8

Full page / four color	\$4,500.00
Inside front cover / full page / four color	\$5,000.00
Inside front cover / Two page spread	\$9,000.00
1/2 page / four color	\$2,500.00
1/3 page / four color	\$1,600.00
1/6 page / four color	\$900.00

Multiple Issue Discounts

- *3 consecutive insertions: 10%
- *6 consecutive insertions: 20%

DEADLINES

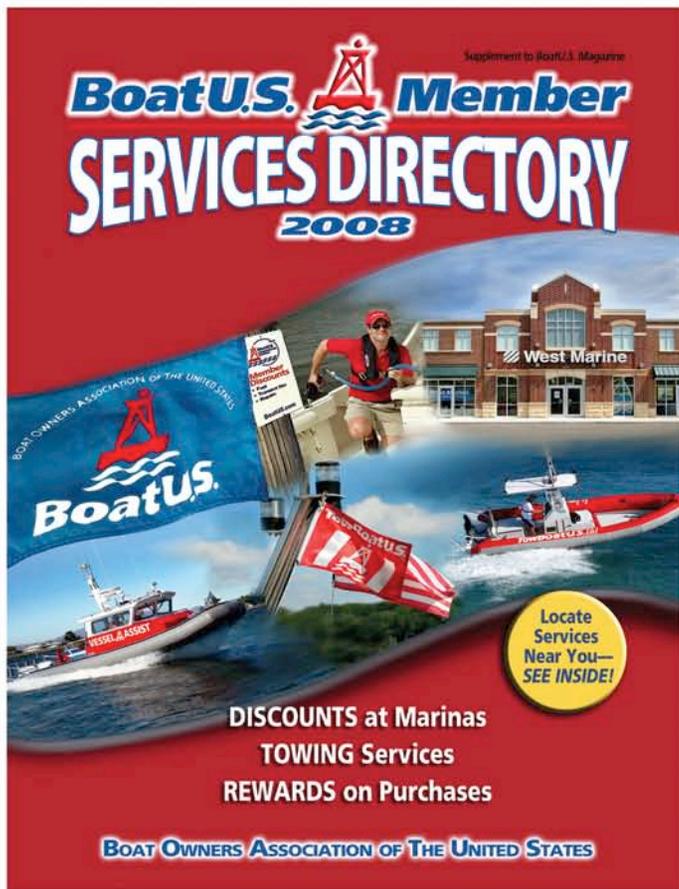
February	December 10
April	February 10
June	April 10
August	June 10
October	August 10
December	October 10

It's Big Exposure at a Fraction of the Cost.

[BACK TO MAIN MENU](#)



Nobody Offers You More Ways to Reach More Savvy Boat Owners



Member Services Directory

With a print run of 750,000, the BoatU.S. Member Services Directory (MSD) is an annual publication that boaters keep on the vessel all year long. The Member Services Directory has listings of over 875 BoatUS Cooperating marinas, BoatU.S. towing ports, and West Marine locations.

BoatUS members receive fuel, slip, and service discounts that keep them coming back. With over 76% of our readers day cruising, it's no wonder the MSD has become a staple aboard our members' boats.

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Boat Owners Association of The United States
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jbratten@boatus.com

[**BACK TO MAIN MENU**](#)



Nobody Offers You More Ways to Reach More Inquisitive Boat Owners



BoatUS.com

- 5.5 million unique visitors a year with over 21 million page views
- Banner advertising with tracking capabilities
- Classified advertising
- Most comprehensive marine website with News, Weather, Editorial, and Classifieds

Please contact: John Bratten
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Boat Owners Association of The United States
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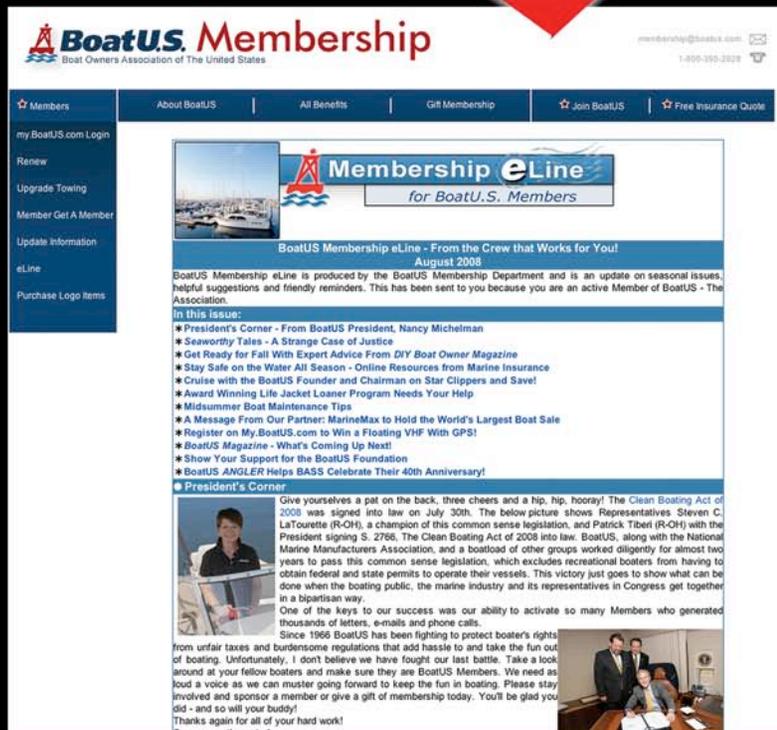


Nobody Offers You More Ways to Reach More Astute Boat Owners



Membership E-line

Monthly E-newsletter going to
over 315,000 unique email
addresses. The most thorough
boater E-mail list anywhere.



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[BACK TO MAIN MENU](#)



Nobody Offers You More Ways to Reach More Knowledgeable Boat Owners



Weekly Web Specials (115,000 email addresses)

Featuring product and related information distributed directly to boaters on a weekly basis. Powered by our partner, West Marine.

The screenshot shows the BoatU.S. website interface. At the top, there's a navigation bar with links like HOME, MY ACCOUNT, CUSTOMER CARE, and BoatU.S. THE ASSOCIATION. Below that, a search bar and a 'Go!' button are visible. The main content area features several promotional banners and product listings. One prominent banner says 'Offers End September 15, 2008. Prices May Vary.' and lists items like 'GARMIN nuvi® 200W GPS Navigator' (Save \$201, Only \$199.99) and 'GARMIN GPSMAP® 76CSx Color Mapping GPS with Altimeter & Compass' (Save \$100!, Only \$299.99). Other items include 'GARELICK Colorado™ 400c Handheld GPS Navigator' (Save \$100!, Only \$499.99) and 'WEST MARINE RU-260 Sport Dinghy' (Only \$799.00). On the right side, there are smaller promotional boxes for 'DICKIE WALKER SUMMER SALE', 'Enter Now To Win!', 'Standard Horizon HX850S Floating VHF', 'BoatU.S. Towing LOW COST OPTIONS 24 HOUR DISPATCH', 'BOAT FINANCE Instant Approvals Online Click Here!', and 'BoatU.S. MARINE INSURANCE GREAT RATES! CLICK HERE FOR A FREE QUOTE'. At the bottom, there's a section for 'BoatU.S. Classified Ads of the Week' with three listings: '2004 31' Larson \$79,500', '1985 43' 2" C & C \$100,000', and '2001 21' Ranger \$21,500'. A link below this section says 'Click Here to Sign Up For the Classified Ads Newsletter!'.

Please contact: **John Bratten**
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jbratten@boat.us.com

[BACK TO MAIN MENU](#)

Nobody Offers You More Ways to Reach All Kinds of Boat Owners



Classified E-newsletters (10,000 E-mail addresses)

- **Powerboat classifieds (weekly)**
- **Sailboat classifieds (weekly)**
- **Trailerable classifieds (weekly)**
- **Fishing boats (weekly)**
- **Waterfront property classifieds (quarterly)**



The screenshot shows the BoatU.S. Classified Ads Powerboat Newsletter website. The header includes the BoatU.S. logo and the text 'Classified Ads Powerboat Newsletter'. Below the header, there are several sections: 'FEATURED BOATS - FULL WEB PLUS MAGAZINE' with three boat listings (1985 37'6" Trojan \$99,000, 1988 39' Sea Ray \$70,000, 1988 41' Sea Ray \$78,000); 'POWERBOATS' with four boat listings (2000 26' Chaparral \$42,000, 1985 34' Sea Ray \$39,900, 1988 17' Shamrock \$9,200, 1995 27' Sea Ray \$36,500); and another row of four boat listings (1985 48' Deltaver \$295,000, 2006 25' 7" Sea Fox \$41,000, 1998 32'9" Carver \$74,900, 1997 27' Sea Ray \$39,500). The bottom row shows four more boat listings (1975 40' Egg Harbor \$59,900, 2002 26'6" Westcraft \$49,000, 2003 33' Proline \$205,000, 1999 28'6" Bayliner \$41,900). The left sidebar contains a search bar, 'ADVERTISE' options, and 'RESOURCES'. The right sidebar features 'BoatU.S. MEMBERS ONLY', 'BoatU.S. MARINE INSURANCE GREAT RATES!', 'Join Today' with a discount offer, 'Spring into the Boating Season', 'BoatU.S. Graphics', and 'Hurricane Salvage'.

Please contact: John Bratten
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