

# BoatU.S.

MAGAZINE

2022 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.

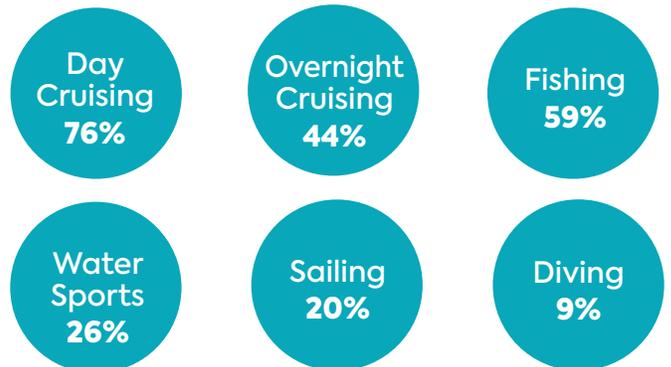
## THE AUDIENCE

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

## THE BOATS

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

## ACTIVITIES



## 2022 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

## 2022 RATE CARD & DEADLINES

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

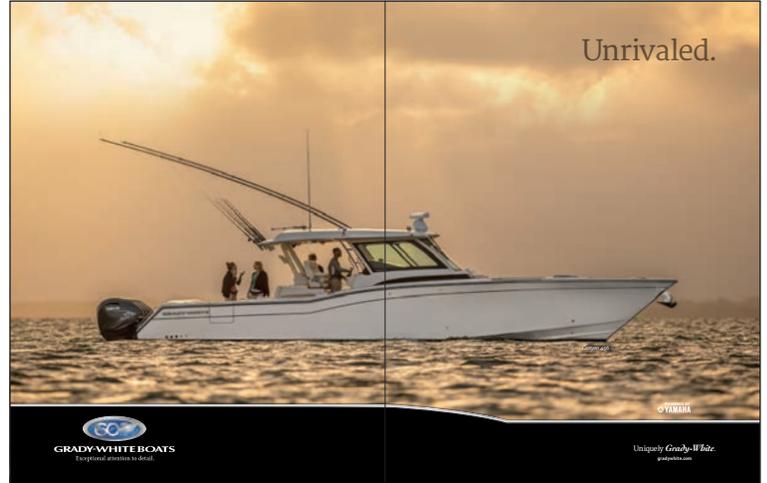
### ADVERTISING DEADLINES

ISSUE	AD DEADLINE	IN HOMES
February/March	12/31/21	2/5/22
April/May	3/4/22	4/9/22
June/July	5/6/22	6/11/22
September/October	7/15/22	8/20/22
November/December	9/23/22	10/29/22

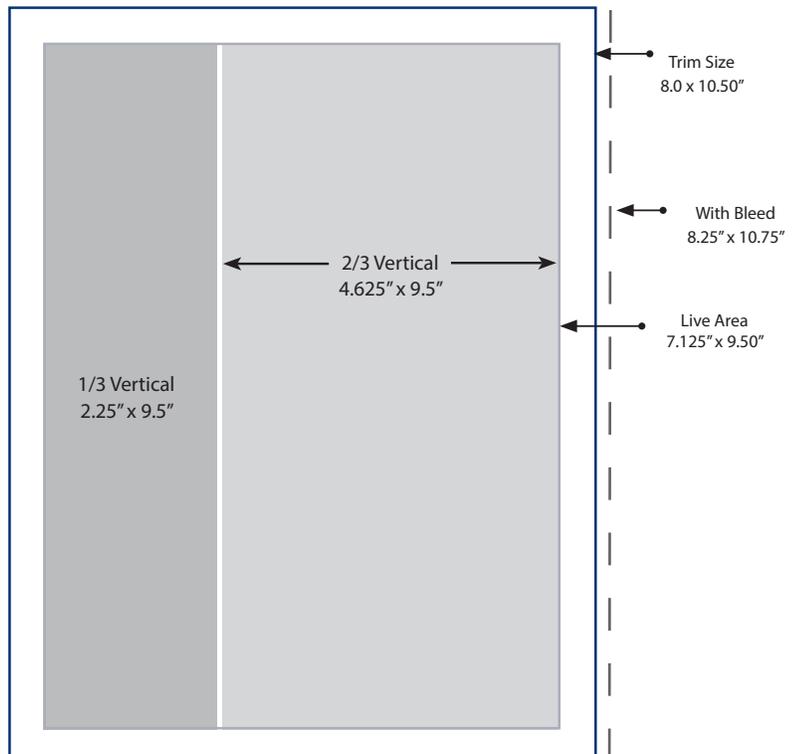
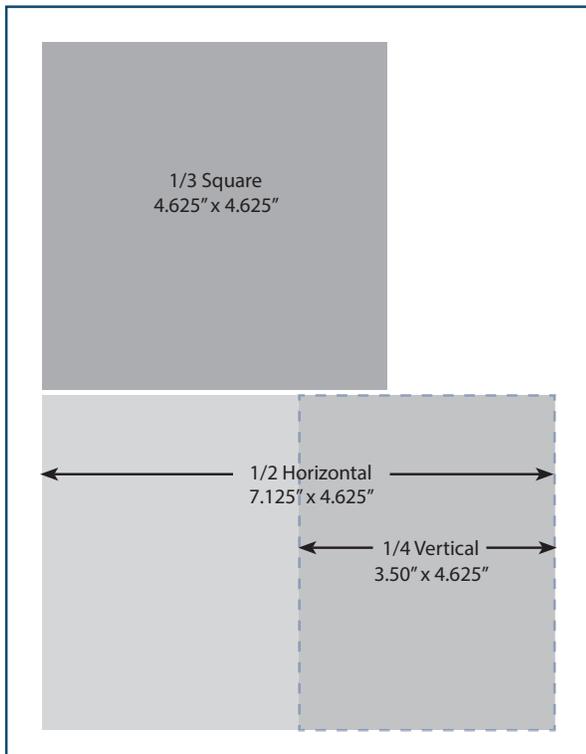


## MECHANICAL SPECS

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](mailto: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

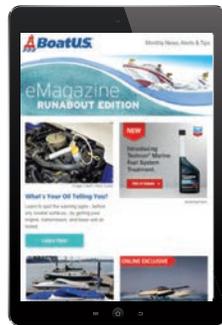
## AD POSITION

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**

**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'

## 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*, up and down the U.S. East Coast, throughout the Bahamas and Western Caribbean, and down to South America. These days, they live in Rhode Island, and have a 24-foot Seaway lobster boat.



### Tom Neale

Technical Editor

Our go-to technical expert, and author of our "Ask The Experts" column, Tom has won numerous first-place awards from Boating Writers International. Owning many boats since he was 9, he and his family lived aboard and cruised far and wide for more than 30 years. 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*, Tom is now *BoatU.S. Magazine's* technical editor. He wrote the book *All In The Same Boat*, published by McGraw Hill as well as *Chesapeake Bay Cruising Guide, Vol. 1*. 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 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 and best feature writers 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 repairs and searching for lost items. Splitting her passion between boating and horses, 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.* 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.



### 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 in the marine and diving industry. 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 on both power and sail boats. A popular author, public speaker, and winner of multiple journalism awards, Frank's down-to-earth articles on seamanship, marine electronics, vessel maintenance, and consumer reports appear regularly in marine publications worldwide – especially in *BoatU.S. Magazine!*



### 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 for *BoatU.S. Magazine*, and is in his 25th season hosting the popular syndicated radio show *Buckeye Sportsman* ([buckeyesportsman.com](http://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 editorial projects and fishing features. A USCG Captain (Master 50-ton), he's a respected speaker at boat and sport shows.



### Charles Fort

Contributing Editor

With his extensive experience analyzing boat-damage based on *BoatU.S. Marine Insurance* claims, then teaching our members how to avoid those problems through his articles, Charles also 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 holds a 100-ton USCG license. A sailor, he took his children long-distance cruising, and lived aboard for several years before joining *BoatU.S.* in 2002. He and his wife now live in California.



### Mark Corke

Contributing 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! Mark and his wife enjoy cruising the east coast on their *Grand Banks 32*.



### Claire Wyngaard

Magazine and Public Relations Coordinator

A Force 5 racer turned cruiser, now on a 44-foot ketch, Claire and her partner 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.