Boat U.S. Magazine
2021 MEDIA KIT
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.

**ACTIVE • ENGAGED • PASSIONATE**

**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
- **Mean Boating Experience:** 27 Years
- **Mean Boating Experience:** 27 Years

**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)

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Spread, Cover Positions, Inserts, and Special positional rates available. Contact your sales representative.
Hey There, Big Shot!

Tackling the epic Great Loop is a big commitment. Maybe too big right now? Wait, there are bite-sized adventures.

The allure of the ‘MINI LOOP’

SAILING TIME MACHINE

No GPS? No autopilot? No computer? The 50th anniversary of the Golden Globe Race, with its rules banning all modern technology, attracts a new group of adventure-seekers.

FEATURES Every issue, we inform and entertain our readers on the most interesting and useful trends and destinations in boating. The inspiring personalities and unique stories that bring the boating lifestyle vividly to life.

WAYPOINTS A hub of regional news from across the world of American boating, specializing in reliable updates on government, safety, environment, events, and innovation.

BOATU.S. FOUNDATION Showcases great product testing, research, and reporting on best practices to keep boaters safer and our water cleaner.

GOVERNMENT AFFAIRS BoatU.S. is a leader in fighting for the rights of boat owners, helping keep regulations in check, and informing readers about legislation affecting them.

CONSUMER AFFAIRS Tackles boating issues from the consumer perspective, offers expert info on how to buy/sell boats, and get the most from surveys, marina contracts, consumer alerts, recalls, and more.

PRACTICAL BOATER The most popular section of our magazine presents expert hands-on advice; step-by-step projects on how to repair, upgrade, and maintain your boat yourself; master your boat’s systems; and build confidence.

BOAT HANDLING Builds confidence and skills. Seamanship and navigation techniques are in every issue, expertly illustrated and photographed, with accompanying videos on our popular BoatU.S. YouTube Channel.

BOATU.S. REPORTS Taps our exclusive BoatU.S. Marine Insurance claims files, and sets our magazine apart in the industry. Draws on real lessons learned the hard way from our members, we show how to prevent boat damage and personal injury.

BOATS, GEAR, TECH Covers all the news on new boats and trends, innovative products, and must-have gear. Plus, the latest on marine electronics by leading authority Lenny Rudow.

LIFESTYLE Compelling stories on inspiring boating folks and their love of our sport strengthens our magazine’s sense of community, and the commitment we all have to boating.
MECHANICAL SPECS

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User Name: csuser, Password: csuser1
BoatUS.com is active, engaged, and 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

$185K+ HOUSEHOLD INCOME

$1.4 MIL NET WORTH

91% MALES

56 AVERAGE AGE

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

$7.5K FOR EXCLUSIVE MONTHLY SPONSORSHIP

96.7% OWN A BOAT

2 BOATS OWNED

$151K+ AVERAGE BOAT VALUE

28.4’ AVERAGE BOAT SIZE

62,000 OWN BOATS OVER 40’
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 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 on long-distance cruising before joining BoatU.S. Magazine 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.

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.

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.