

2026

MEDIA KIT



BoatU.S. MAGAZINE



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.





REACH & READERSHIP

625,000 (AAM) Audited Paid Print Circulation	91% Males	\$185k Mean Household Income	80% Four Year College or More
1.9 Readers per Copy	56 Median Age	96% Own Homes	27 years Mean Boating Experience
1.2 Million Total Readership	\$1.4 Million Mean Net Worth	17% Own Waterfront Property	20% Plan to Purchase Boat in 24 Months



Our Members buy, upgrade, and use boats more consistently than any other single group.

BOATS

Boat Ownership	96.7%
Mean Boats Owned	2
Size of Primary Boat	28.4'
Boat Owners Over 40'	62k

ACTIVITIES

Day Cruising	75%
Fishing	59%
Overnight Cruising	44%
Water Sports	26%
Sailing	20%
Diving	9%





2026 Editorial Calendar

ISSUE DATE	EDITORIAL THEME	AD CLOSE	IN HOUSE
FEBRUARY/MARCH	You've Got This The DIY Issue, Projects/Refits, Destinations	1/2/26	2/9/26
APRIL/MAY	Spring Fitting Out New Tech/Upgrades, Fishing, Safety	2/27/26	4/6/26
JUNE/JULY	Summer Fun Small Boats, Watersports, Boat Handling	5/1/26	6/8/26
AUG/SEPT	Crusing and Adventure Big Boats, Charters, Overnighting	7/10/26	8/17/26
NOV/DEC	Lay Up and Popular Gift Guide Winterization Step by Step, Gifts and Gadgets	9/18/26	10/26/26



RATE CARD

FOUR COLOR

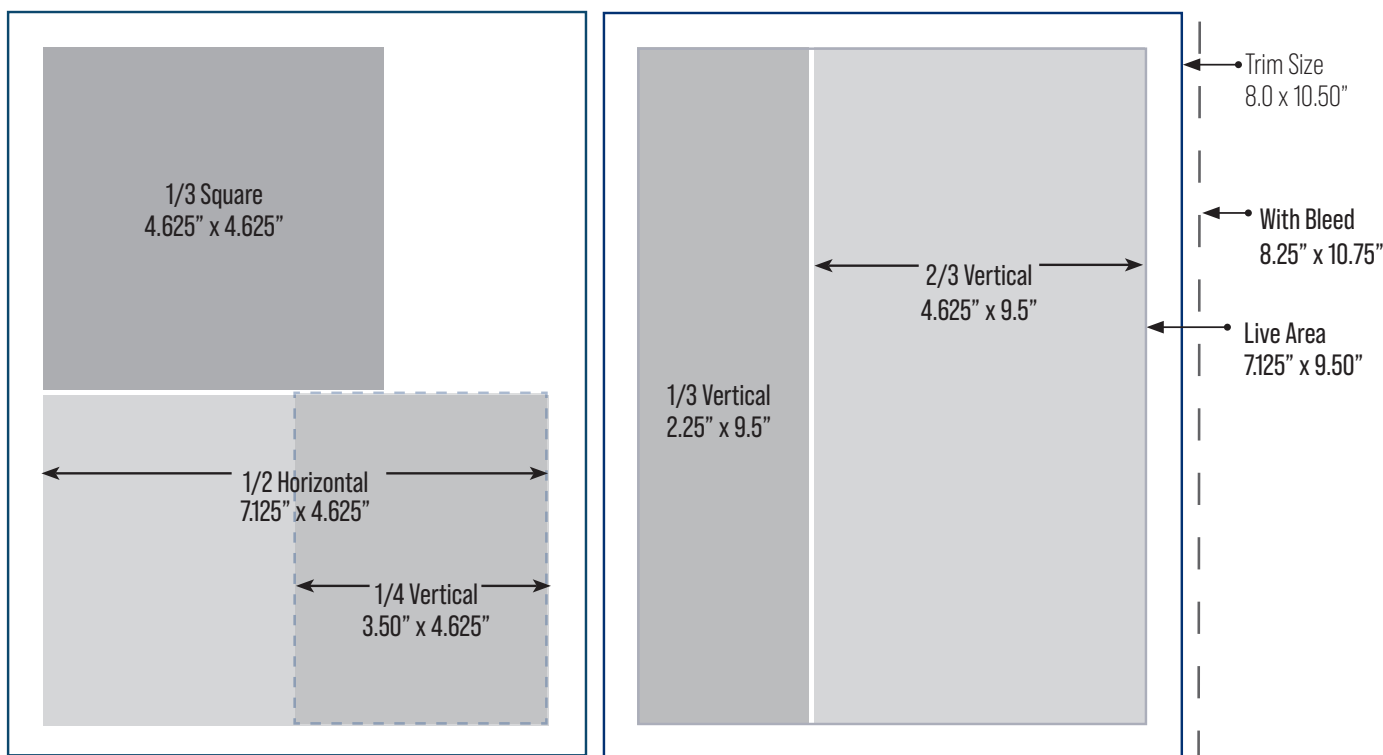
FREQUENCY: 5 issues a year

CIRCULATION: 625,000 (AAM Audited)

Insertions:	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

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"
2/3 Vertical	4.625"	9.50"
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"



Please send file as high resolution PRESS quality pdf, 300 dpi, CMYK file to Ads@BoatUS.com

For more information contact Elio Betty @ EBetty@BoatUS.com



Nordic Boats Come In From The Cold

BY MIKE LONGMAN, BOATU.S. CONTRIBUTING EDITOR

Inspired by lean-and-mean Scandinavian cold-water commuters, these boats are built to slice through chop and handle any action-packed day on the water. Americans are noticing – and like what they see

I once for a blast of salty spray from the open helm of a newly launched Norse 530 sport boat, but my smile was when all that chilly water pelted over and felt like, having me have dry and breezy. Watching the photo how else through the early morning wind-driven chop on Florida's Indian River was the second surprise of this sea trial. The first came as we left the no-wave zone. Pushing the throttle further forward, I anticipated a sudden howl that instead came a smooth transition from slow speed to planing attitude with minimal bow rise and no ill-defined instability from the helm. Did we just skip a step in traditional

The Norse 530 is a 19-foot, 1,500-pound boat with a 150-hp outboard. It's a true cold-water commuter, built to handle anything the water can throw at it. For more on this and other boats, visit boat.us.

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Around the world with 500,000 FRIENDS

BY VELDUT BROWNE, BOATU.S. EDITORIAL ASSISTANT

There are few more extreme ways to isolate yourself from humanity than solo circumnavigating. For months on end, no matter the emotional and physical challenge presented at any moment, there's no one to lend a hand, listen, offer comfort, or bolster courage. Through radio checks and satellite transceivers, offshore racers can stay in daily touch with race organizers, personal shore-side weather routers, and their support team with brief messages. But other than that, singlehanded have been on their own out there, and the rest of us have had little idea what they go through.

All that changed when 29-year-old Cole Brazer entered the starting line of the Global Solo Challenge (GSC) on October 25, 2023. A relative newcomer, she was considered a long shot in this round-the-world race – the youngest skipper in the 16-year history of only a few Americans, and the only woman. When she finished the grueling marathon four months later, navigating some of the most challenging seas, storms, and weather conditions in the world, she became the first American woman to sail solo nonstop around the world while averaging an astonishing 50,000 people following her on social media. Sailing has never been such a phenomenon.

AB-American girl
After growing up in New York's Long Island, Brazer attended the University of Hawaii to major in food science and nutrition. She fell in love with sailing, joined the sailing team, spent her 20s following her job wherever they had her, and earned her 100-ton Master's license. Living out of her van, she taught sailing in Seattle, Maine, worked yacht delivery around the Atlantic, and raced out of Miami and Fort Lauderdale, commencing her first around-the-world race.

"My little guy asked me, 'Daddy, don't you ever get lonely?' I said to the doctor's because she has all of her to talk to and ask questions like you just did."

"I'm so glad I discovered my account when I did. It's the real-time action after the boat takes off. Supplemented by the GSC updates and making this a better than any Olympic."

Despite that success, Brazer struggled to find support for her more ambitious goals. She wanted to race around the world before she turned 30, but

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FEATURES

In every issue, our award-winning articles inspire, bringing the boating lifestyle vividly to life. We explore cruising destinations near and far, entertain with compelling adventure stories, and report on important trends.

WAYPOINTS

National and regional news from across the world of American boating, with reliable updates on government, safety, the environment, events, industry, and innovation.

BOATU.S. FOUNDATION

Reporting on innovations and best practices that keep boaters safer and our water cleaner. Plus, news on our cleanup of abandoned vessels across the country and other ambitious projects.

GOVERNMENT AFFAIRS

In every issue we fight for boat-owner rights, help keep regulations in check, expand access, and inform readers about legislation affecting them.

DOLLARS & SENSE

Expert advice on buying and selling, boat valuation, warranties and contracts, market updates, and reviews on boats that have stood the test of time.

PRACTICAL BOATER

Our most popular section. Hands-on seamanship and maintenance guidance, step-by-step DIY projects, and expert systems maintenance advice.

BOATS, GEAR, TECH

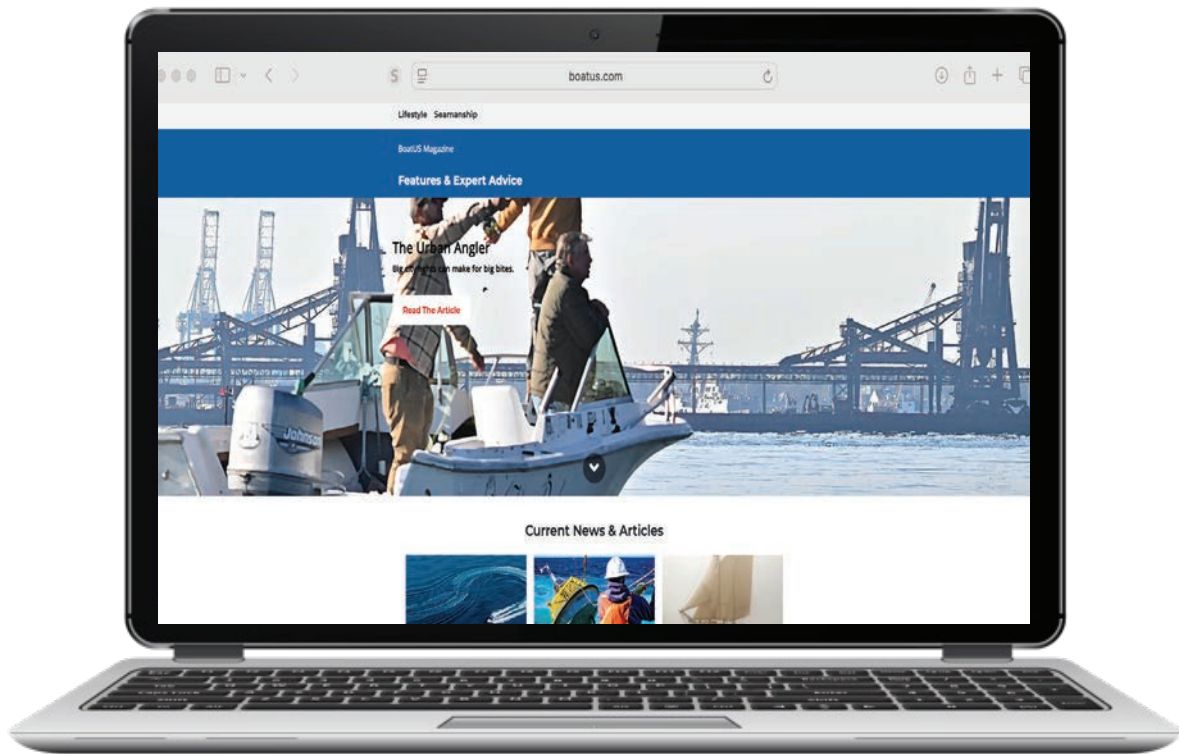
New boats, innovative gear, electronics, and technology trends reported from boat shows, trade shows, and our own on-water testing.

FISH ON!

Insider tips on skills, species, hot destinations, and the latest angling tech from leading authority Lenny Rudow.

AMERICAN BOATER

Compelling profiles on the movers, shakers, and everyday heroes from all walks of the boating lifestyle.



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

\$185K+
HOUSEHOLD
INCOME

\$1.4 MIL
TOTAL NET
WORTH

91%
MALES

56
AVERAGE AGE

96.7%
OWN A BOAT



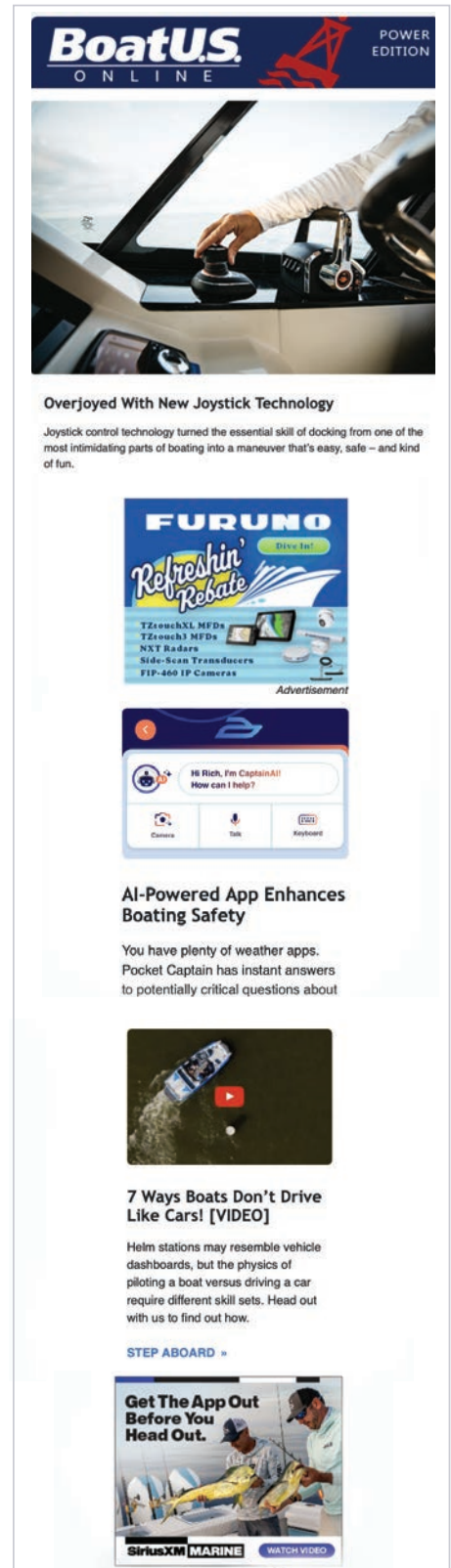
eMagazine

BoatUS's flagship content email sent to all 600,000 plus members monthly.

Email is segmented by audience and contains a mix of stories of interest to all boaters and some specific to subsets of the audience. Segments are Fishing, Sailing, Power Cruising, and Run-about.

Only two 300 x 250 banner positions are available for each month. Inventory is limited so please act early to secure your desired placement.

Email Sample





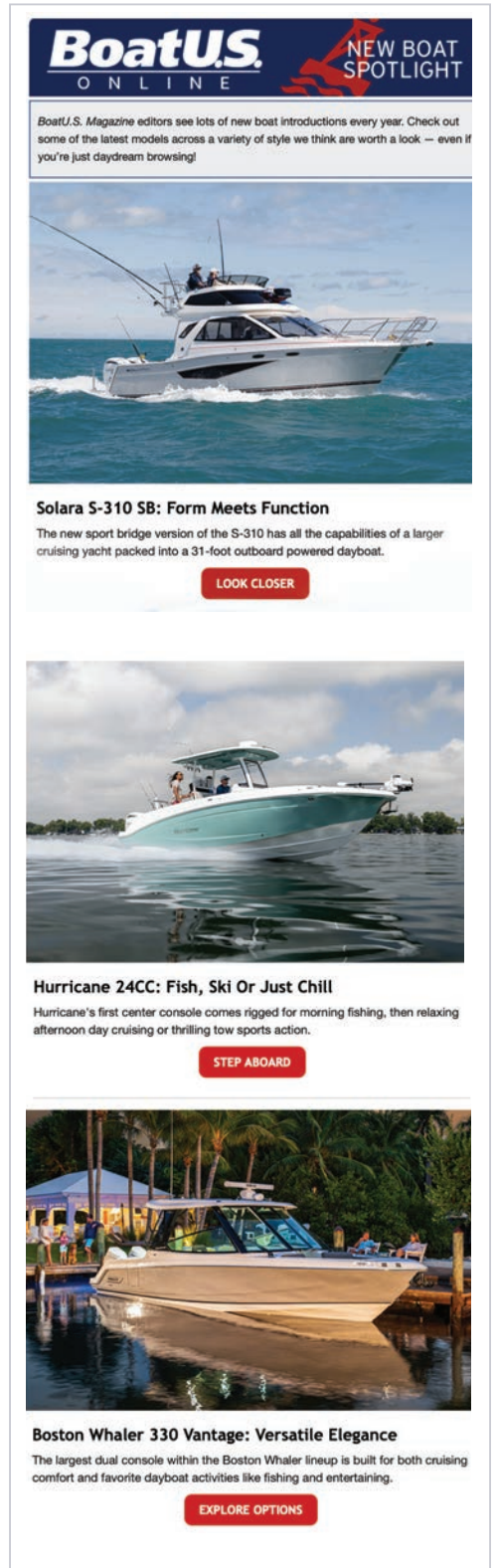
New Boats

Quarterly round up of new models from partner boat builders.

Sent Quarterly to our entire audience of over 600,000 members.

Includes click through to full write up on BoatU.S. com with model description, specifications, and multiple photos. This can be augmented into larger pieces with interviews of designers and builders.

Email Sample





Email Sample



Member Savings

Monthly email with special offers for BoatUS Members.

Sent to our entire audience of over 600,000 members monthly.

Each email contains several offers of discounts and added value opportunities for Members.

Exclusive Member Savings and Benefits

30% OFF
Use code TBMEK30 at myweego.com

The ultimate battery backup
Never worry about dead batteries again! WeeGo offers lightweight, portable, and multifunctional power with advanced safety features and a 2-year warranty.

Save Today

\$80 OFF
GLOBALFIX V5 EPIRB KIT #9371

Save big with ACR!
Hit the water with confidence! Get the GlobalFix V5 Kit--includes a powerful

Buy Now

LIMITED-TIME OFFER

\$300

Weather Receiver Reward
Purchase between 2/12 - 6/30

SiriusXM MARINE LEARN MORE

Save with SiriusXM Marine
Bring SiriusXM Marine Weather or Fish Mapping onboard with this limited-time \$300 rebate. Available on the Garmin GXM54, Navico WM-4, Raymarine SR200, and Furuno BBWX4 receivers when purchased between 2/12/25 and 6/30/25.

Get Saving

Know before you buy
Boat History Report can help you avoid buying a boat with costly hidden problems. BoatUS Members receive one free bonus report after the purchase of one report.

Find Out More

The Savings Don't Stop Here!

Expert Advice & More

Dock a boat in 4 simple steps
Learning how to dock a boat doesn't have to be difficult - with a little practice. Here's how to dock a boat in four easy moves to help ensure your success.

Try It



Bernadette Bernon
Editorial Director

Winner of many national writing and leadership awards, Bernadette has steered BoatU.S. Magazine to top honors in the marine field. 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 spent six years bluewater cruising on their 39-foot cutter Ithaka, now live in Rhode Island, 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. She's spent 30 years editing, writing, and photographing for magazines and books, including Practical Horseman magazine. An award-winning writer and photographer, Stacey's BoatU.S. Magazine articles have won top industry honors. She also manages our expanding educational video production program, directing and producing the excellent how-to videos that appear on our BoatU.S. YouTube channel and other social media platforms.



Kelsey Bonham Bailey
Associate Editor

Following a childhood filled with varnish and Chesapeake Bay brine, at 20 Kelsey refit her own sailboat top to bottom, then skippered the 30-footer down the ICW. She's been an instructor on boats up to 100 feet, has won several awards from Boating Writers International, judged the NMMA Innovation Awards, and holds her 25-ton Master's license. Kelsey brings her on-water and environmental experience to the magazine's news, personality, lifestyle, and product coverage. She and her husband sail a Jeanneau Sun Odyssey 45.2 in New England.



Frank Lanier
Contributing Editor

A native of Topsail Island, North Carolina, Frank is a Coast Guard veteran and SAMS Accredited Marine Surveyor with more than 40 years' experience in the maritime and diving industries. He's captained and maintained vessels from dive boats to passenger ferries in the Atlantic, Caribbean, and South Pacific, and has more than 18 years of liveaboard experience. A popular author, speaker, and winner of multiple journalism awards, Frank's empowering, down-to-earth articles on seamanship, systems, electronics, and maintenance are reader favorites.



Herb McCormick
Contributing Editor

A native of Topsail Island, North Carolina, Frank is a Coast Guard veteran and SAMS Accredited Marine Surveyor with more than 40 years' experience. Award-winning journalist, and an avid inshore and offshore cruiser and racer, Herb is the former editor-in-chief of Cruising World; boating correspondent for The New York Times; and author of five books, including "As Long as It's Fun" about voyaging icons Lin and Larry Pardey, and "Offshore High" about trailblazers Doris and Steve Colgate. He sails a Pearson Ensign in his hometown of Newport, Rhode Island.



Elaine Lembo
Contributing Editor

Top newspaper reporter and magazine feature writer, Elaine is an award-winning writer, editor, and reporter who covers the world of chartering for BoatU.S. Currently, she's also the editor of Caribbean Compass, a magazine devoted to the Caribbean lifestyle. After years working in the Caribbean charter boat industry, she spearheaded Cruising World's global charter coverage and became the magazine's deputy editor. Her writing appears regularly in print and digital media, and she lives in Newport, Rhode Island.



Rich Armstrong
Senior Editor

The Jersey shore and New York lakes defined Rich's youth, followed by deckboat days on the Connecticut River and Long Island Sound while raising a family in Connecticut. He now calls coastal Delaware home. From TV news broadcasting to daily newspapers to marine journalism, Rich has crafted a career in storytelling and built a reputation for thorough, informative reporting. He leverages his wide-ranging experience to write about technology, trends, boats, gear, governmental issues, personality profiles, and travel tales.



Tom Neale
Technical Editor

Author of our popular "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 for more than 30 years. He wrote the acclaimed memoir "All In The Same Boat" (McGraw Hill), as well as "Chesapeake Bay Cruising Guide," Vol. 1. His depth of technical knowledge comes from living aboard various boats and learning how to install, fix, and rebuild almost every system onboard. Past editor-at-large and "On Watch" columnist for Cruising World as well as judge, then coordinator, for the Cruising World Boat of the Year Contest, past editor-at-large for Passagemaker, and technical editor and columnist for Soundings, Tom is BoatU.S. Magazine's invaluable technical editor. He and his wife have a Camano 41.



Lenny Rudow
Contributing Editor

Our top electronics writer and an accomplished sports fisherman, Lenny has written seven books, won 52 awards from Boating Writers International – many for his first-rate marine electronics articles – and two for excellence from the Outdoor Writers Association of America. Angler in Chief at his own Fish-Talk publication, this passionate angler brings expertise in fishing trends, small boat handling, and DIY projects. His encouraging style is featured in many of BoatU.S.'s popular how-to videos.



Mike Longman
Contributing Editor

Mike is a lifelong waterman who grew up surfing, diving, and fishing on Florida's east coast. After graduating from the University of Florida, he and his brother bought and refit a 24-foot shoal draft cruising sailboat, which they sailed extensively throughout the Florida Keys. A passion for boat restoration ensued, with the latest being a 22-foot center-console he fishes out of Sebastian Inlet. With 15 years working in the marine industry, including mechanical, marketing, and communications positions at leading companies, Mike leverages his diverse background to distill complex topics into entertaining and encouraging stories that resonate with boaters of all experience levels.



Tim Murphy
Contributing Editor

Author of "Adventurous Use of the Sea" (2022) and "Fundamentals of Marine Service Technology" (2012), Tim grew up aboard a 41-foot ketch, crewed aboard a 130-foot brig, and earned a 100-ton Master's license. The former executive editor of Cruising World has been a sailing instructor, yacht delivery skipper, award-winning marine journalist, and in 2021-22 he and his partner cruised their 1988 Passport 40 Billy Pilgrim from home in New England to the Exuma Cays and back. Tim is the American Boat & Yacht Council (ABYC) education director.

*For more information contact Elio
Betty @ EBetty@BoatUS.com*