



Who We Are

BoatU.S. Magazine is the flagship publication of the Boat Owners Association of The United States, the largest membership organization in the recreational marine world.



- » The largest, most affluent, and most experienced audience in marine media.
- » More than three times the circulation of our closest competitor.
- » Over 1 million boats owned by our readers.
- » Trusted, Authentic, Expert editorial environment.

BOATU.S. ADVOCATES FOR BOATERS nationwide, promotes the joys of safely spending time on the water, and informs and entertains our members with the award-winning content of *BoatU.S. Magazine*. In addition to the membership organization, BoatU.S. also provides services such as boat insurance and towing to many of our half-million-plus members.

BoatU.S. Magazine is written with the experienced, knowledgeable boat owner in mind. We offer practical advice on making the most of precious time on the water, and on every page we reflect the passion of our membership for the boating lifestyle. We are leaders in the marine community – bringing to light issues of concern to boat owners and keeping our readers informed of the very latest developments in technology and design. We're the primary source of boating information for the vast majority of our 500,000-plus members.



BoatU.S.
media

BoatU.S. Magazine Reader



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.



THE AUDIENCE

AAM Audited Paid Circulation	500,000
Readers per Copy	1.9 (total readership 950,000)
Males	91%
Median Age	56
Mean HHI	\$161,900
Mean Net Worth	\$1,510,700
Own Homes	96%
Own Waterfront Property	17%
Four Year College or More.	80%
Mean Boating Experience	27 years

THE BOATS

Boat Ownership	96.7%
Mean Boats Owned.	2.0
Mean Size of Primary Boat	28.4 feet
Mean Value of Primary Boat Owned	\$151,400
Readers Who Own Boats Over 40 Feet	71,424

ACTIVITIES

Day Cruising	76%
Overnight Cruising	44%
Fishing.	59%
Water Sports	26%
Sailing	20%
Diving	9%

BoatU.S. Magazine

2016 Rate Card & Calendar

EDITORIAL CALENDAR

FEBRUARY/MARCH

Technology Issue

- » New electronics for every boat type
- » Miami Preview

APRIL/MAY

Spring Commissioning

- » Best places for boaters to retire
- » Great new products for spring

JUNE/JULY

The Fish Issue

- » Focus on the 50% of our members who are active anglers
- » Small Boats, Big Fun!

AUGUST/SEPTEMBER

The DIY Issue

- » "You Got This!" An issue of projects for the practical boater
- » Hurricane prep

OCTOBER/NOVEMBER

The Big Boat Issue

- » Look for our beautiful redesign!
- » Focus on 40' and larger, and moving up
- » In this issue, we also expand our members' favorite magazine section, Practical Boater, by incorporating the popular "Seaworthy" newsletter.

DECEMBER/JANUARY

The Winter Escape Issue

- » Holiday Gift Guide
- » Winter Chartering
- » New Boats & Gear from the Boat Shows



FREQUENCY: 6x

CIRCULATION: 500,000 (AAM Audited)



RATES - FOUR COLOR

	1X OPEN	3X	6X	12X
Full Page	\$28,000	\$25,200	\$22,700	\$19,300
2/3 Page	21,000	18,900	17,000	14,450
1/2 Page	16,800	15,100	13,600	11,500
1/3 Page	11,200	10,080	9,070	7,710
1/4 Page	7,500	7,100	6,800	6,400
1/6 Page	6,200	5,550	5,000	4,250

Spread, Cover Positions, Inserts, and Special positional rates available. Contact your sales representative.

CLOSE DATES

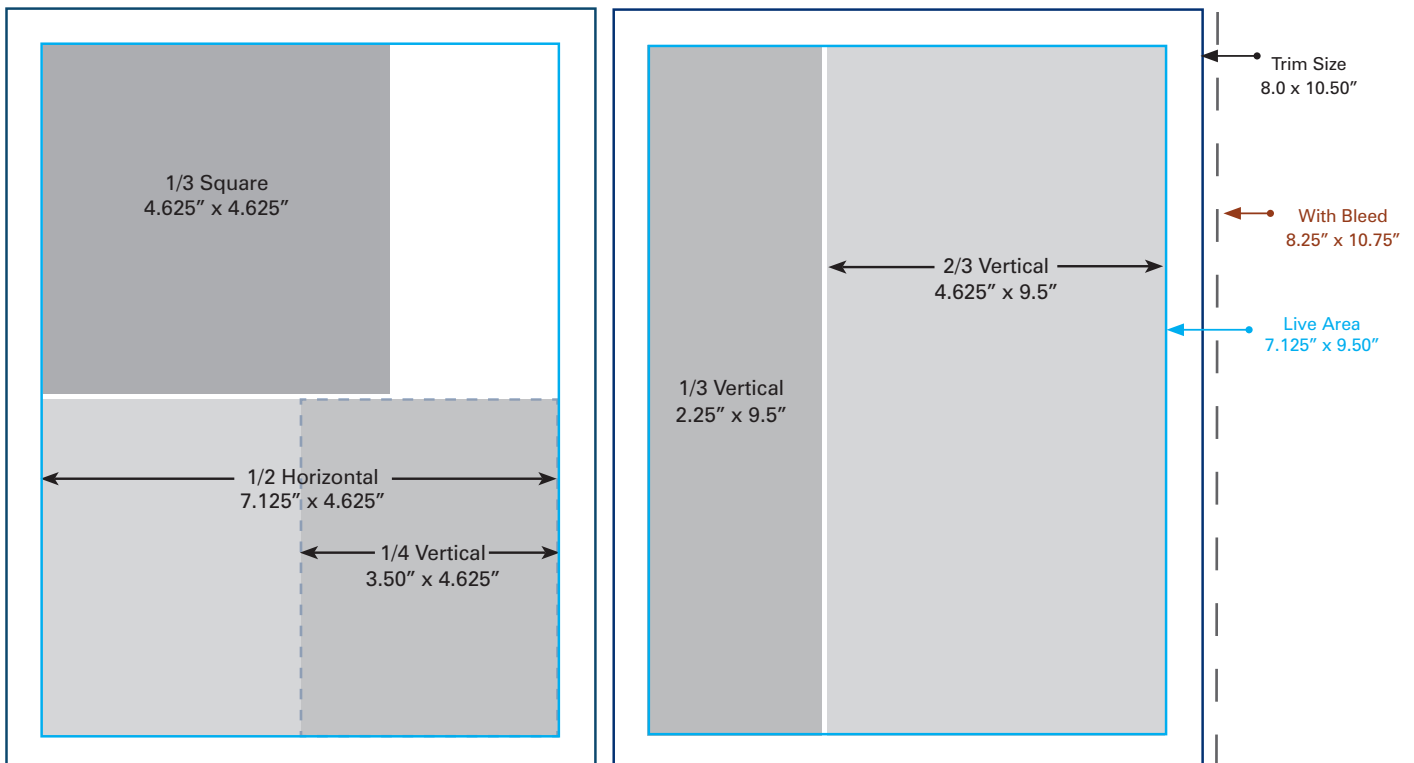
ISSUE	SPACE AND MATERIAL CLOSE	IN HOME
February/March	December 11	January 20
April/May	February 12	March 20
June/July	April 15	May 20
August/September	June 17	July 20
October/November	August 12	September 20
December/January	October 14	November 20
February/March 2017	December 16	January 20, 2017

BoatU.S. Magazine Ad Specs

MECHANICAL SPECS

Size	Width	Height
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"
Spread	16.5"	10.75"

Please send file as high resolution PRESS quality pdf, 300 dpi, CMYK file to Ads@BoatUS.com or FTP them to [csftp.boatus.com](ftp://csftp.boatus.com)
User Name: csuser, Password: csuser1



BoatU.S. Magazine 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*, and have a 24-foot Seaway lobster boat.



Michael Vatalaro

Executive Editor

Growing up waterskiing and fishing on the Severn River in Maryland, Mike has owned power and sailboats, and has a Pursuit 24. He's covered everything from public health, biology, and astronomy for *The Boston Globe* newspaper; for *Technology Review* and *Sky & Telescope* magazines; and has written for the Insurance Institute For Highway Safety. For *BoatU.S. Magazine*, Mike covers new boats, technology, fishing, policy, boat systems, news, and DIY.



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 live on their Grand Banks 32.



Tom Neale

Editor-At-Large

Our go-to technical and DIY expert, and team leader for our "Ask The Experts" column, Tom has won nine first-place awards from Boating Writers International. Since 1979, he and his family have lived aboard, cruising far and wide. Contributing editor for *Cruising World* and *PassageMaker*, and technical editor for *Soundings*, he wrote the book

All In The Same Boat, as well as *Chesapeake Bay Cruising Guide, Vol. 1*.



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.



Melanie Neale

Regional Editor, Florida

Melanie grew up on her family's 47-footer, travelled up and down the East Coast and Bahamas during childhood, and earned her USCG Captain's license by the age of 18 - before she even had her drivers' license! She lived aboard a 1969 Columbia 28 while attending graduate school, and has owned and renovated several boats since.

Now living in St. Augustine, Melanie has written two boating books.



Rich Armstrong

Managing 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.



Charles Fort

Consumer Affairs Editor

Charles handles not only dispute-mediation for our members, and how-to topics in our Practical Boater section, he's also the point person for our exclusive Seaworthy in-depth tech feature in every issue. He's a member of the National Association of Marine Surveyors, on ABYC tech committees, and has a 100-ton USCG license. He went cruising with his family, and lives on his 45-footer.



Lenny Rudow

Electronics Editor

Top tech writer and accomplished sports fisherman, Lenny has written five books, won 20 Boating Writers awards - many for his marine electronics articles - and two for excellence from the Outdoor Writers Association of America. Senior editor at Boats.com, he judges the NMMA Innovation Awards.



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.

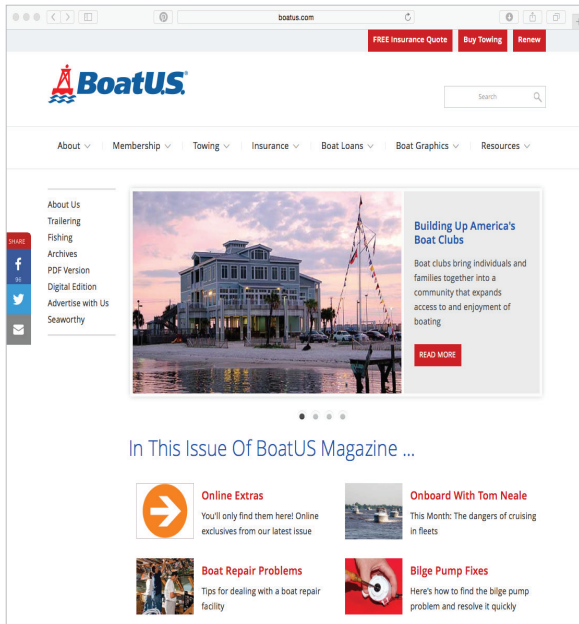


Dan Armitage

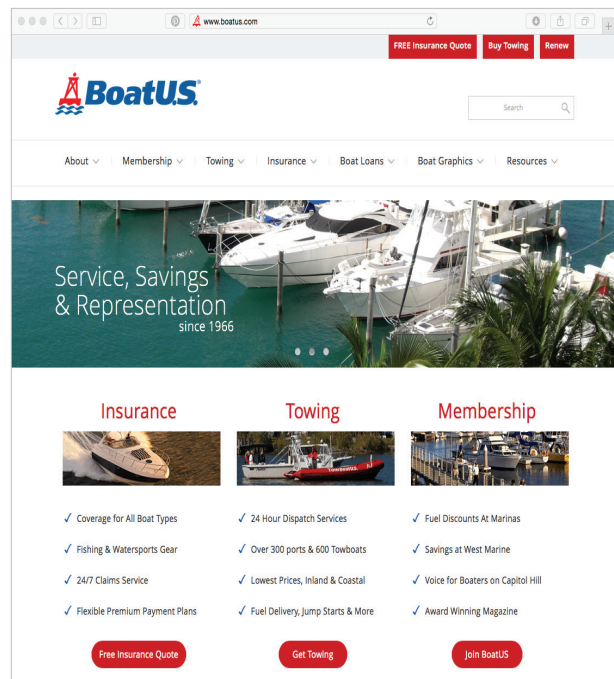
Regional Editor, Great Lakes

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.

BoatUS.com



- » 250,000 unique visitors per month
- » Millions of page views per month
- » The most highly engaged boating audience online



AD POSITIONS:

Wide skyscraper: 160 x 600 pixels

Max file size 30kb, .gif, .jpg.

3rd party ad serving supported.

\$18 CPM Run of site

Rectangle: 300 x 250 pixels

Max file size 30kb, .gif, .jpg.

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\$18 CPM Run of site.

Specific content areas available for a slightly higher CPM.

BoatU.S. Magazine eNews

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

DEMOGRAPHIC PROFILE

Males	91%
Median Age	56
Mean HHI	\$161,900
Mean Net Worth	\$1,510,700

THE BOATS:

Boat Ownership	96.7%
Mean boats owned	2.0
Mean Size of Primary boat	28.4 feet
Mean value of primary boat owned	\$151,400
Readers who own boats over 40 feet	62,000
Monthly Exclusive Sponsorship	\$7,500



BoatU.S. Boat Owners Association of The United States
MAGAZINE

In this issue of BoatU.S. Magazine eNews:

- No-Drama Docking With Spring Lines**
Learn to Spring In, or Spring Out, to make docking in adverse conditions a breeze
- One Hell Of A Night At Sea**
Five friends go into the water more than 20 miles offshore and live to tell about it
- The World Of Niche Cruising**
Smaller cruise ships offer a twist on the traditional cruise vacation, with destinations like the Artic, Fiji, and Alaska among others
- My Life Spent In Boats, Part Two**
Tom Neale dishes on the dozens of boats he's owned over his lifetime

From the editors of BoatU.S. Magazine, sponsored by:

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Enjoy!
Michael Vatalaro
Executive Editor
In case you missed the Feb/Mar issue of BoatU.S. Magazine, read it here. For the digital issue, click here.

Large Ad position supports multiple click through and branding opportunities.



BoatU.S. Boat Owners Association of The United States
MAGAZINE

In this issue of BoatU.S. Magazine eNews:

- VIDEO | Watch Our Spring Launch Checklist In Action**
Executive Editor Mike Vatalaro takes you through our Spring Pre-launch Checklist point by point. Print your
- A Thoroughly Impractical Guide For Going To Sea**
If you've ever dreamed of life on a tall ship, read this first. It's the ris d'ouplate simelendi aut aboramento
- Millie Does Narragansett Bay**
Follow Millie the dog and her crew through the rocks and crannies of Rhode Island.

Enjoy!
Michael Vatalaro
Executive Editor
In case you missed last month's issue of BoatU.S. Magazine, read it here. For the digital issue, click here.

From the editors of BoatU.S. Magazine, sponsored by:

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Our World is Water

Aqua
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BoatU.S. Boat Owners Association of The United States
MAGAZINE

In this issue of BoatU.S. Magazine eNews:

- Knock \$4,340 Off Your Seasonal Boating Bill**
13 money-saving ideas from Technical Editor Tom Neale, longtime liveaboard sailor.
- Outdoor Flushing, The Right Way**
Did you know there are three ways to flush an outboard? Engine expert John Tiger takes you through it.
- The Last Good Idea**
An 800-mile offshore powerboat rally to Baja? Why not?
- Real Life: Almost Dead Right?**
Confusion over the rules of the road leads to a scary situation for a professional tug captain

From the editors of BoatU.S. Magazine, sponsored by:

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Hurry, limited time offer!
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SEE NEW GRADY-WHITE BOATS HERE!

Enjoy!
Michael Vatalaro
Executive Editor
In case you missed the August/September issue of BoatU.S. Magazine, read it here. For the digital issue, click here.