



**BoatU.S.**  
MAGAZINE

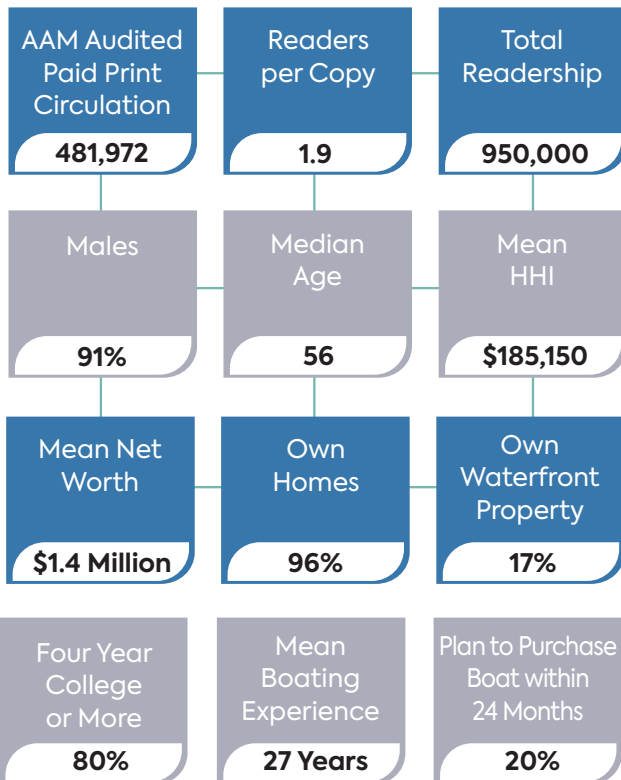
Media Kit 2018



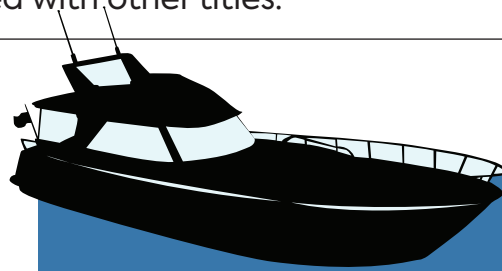
## ACTIVE • ENGAGED • PASSIONATE

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

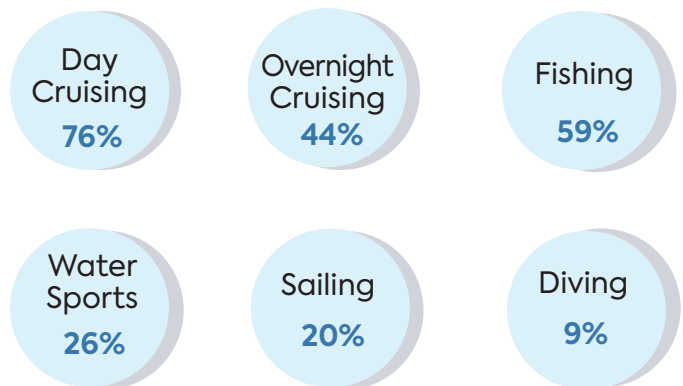


### THE BOATS



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



# BoatU.S.

MAGAZINE

## CALENDAR



### 2018 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

50% of our Members 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

Focus on 40’ and larger, and moving up

DECEMBER/JANUARY

#### THE WINTER ESCAPE ISSUE

Holiday Gift Guide

Winter Chartering

New boats and gear from the boat shows

### 2018 RATE CARD & DEADLINES

FOUR COLOR  
 FREQUENCY: 6 issues a year  
 CIRCULATION: 475,000 (AAM Audited)

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

#### AD MATERIAL CLOSE DATES

ISSUE	AD DEADLINE	IN HOMES
February/March	December 9	January 20
April/May	February 10	March 20
June/July	April 14	May 20
August/September	June 16	July 20
October/November	August 11	September 20
December/January	October 13	November 20

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

## EDITORIAL ELEMENTS



When the price curve goes up, it's a better boat market, a choice can be tough to make. Let us help by offering a selection of some of the latest models.

BY MARK CORKE

# SIZE

Is Everything



### Sea Ray 470 Sundancer

Go into almost any marina and the chance you'll find a Sea Ray The 470 is one of the larger boats from the builder, and while smaller boats from Sea Ray fall into the weekend cruiser category, the 470 is most definitely one that you'll want to spend longer periods of time aboard. Twin Cummins 495-hp engines propel the boat to 30 knots flat out, and the optional bow and stern thrusters should make docking a breeze. Owners will love the large cockpit, sliding glass doors to the main cabin, and the option to turn in, there's ample room for two couples to separate cabins, and each cabin has its own luxuriously appointed head. [www.searay.com](http://www.searay.com)

LENGTH 47'3"  
BEAM 14'  
DRAUGHT 4'  
FUEL 200 GAL.  
WATER 100 GAL.  
WASTE 42 GAL.

Modern interior, open spaces, and engine covers give a high-tech feel to the Sea Ray 470.

### PRACTICAL BOATER

YOUR APRIL GUIDE TO PROJECTS, SKILL-BUILDING + WHAT'S NEW

## Does Your Boat FREAK The Fish?

Some boats scare fish worse than others, but there are several things you can do to fix your fishing machine

**Y**OU SAY YOU WANT TO FILL that cooler with fish? Then stop scaring them away. We anglers scare off fish far more often than we realize, thanks to sound, vibrations, and other factors we may not be taking into account. A big issue here is a failure to understand our quarry. Fish "hear" sounds and "feel" vibrations via their lateral line, which is a series of special sensory organs called neuromasts running along the fish's flanks. Inside a neuromast are tiny hairs in a jelly-like medium. And with those tiny hairs, a fish can sense movement and vibrations in the water. In other words, fish aren't quite as thick as you think, and when you stomp on the deck or slam that cooler shut, every finned critter within casting distance knows something may be amiss.



SLOW DOWN: The fast trip to and from the boat is a scary approach.

**TIP**  
Try with a level. Drilling a lead anchor on deck is almost as bad as slamming a hatch.



## 3 Great Escapes

### Fast Fleet In The Sleepy Abacos

Blustery winds, speedy sailing, and aquamarine water make for a perfect Bahamas charter

BY ZUZANA PROCHAZKA

**T**he Rage is on, Terry, the Abacos Dream Yacht Charters base manager warned us. For a moment, I thought he was referring to some bizarre local dance, but the Rage is the name given to the strong trade winds that were about to make our week in the aquamarine waters of the Bahamas a high-speed adventure.

We'd chartered four catamarans, with six to each boat, in the Sea of Abaco, often referred to as the Dismal Sea of the Bahamas. Besides the color of the water, which defies description, the best thing about this cruising ground are the short distances, the character of each island, and the sheltered water that stays flat no matter what the Atlantic is cooking up on the outside.

Our first destination was Great Guana Cay and the world-renowned Nippers Beach. But the place to let your hair down and enjoy a rum punch or a coach burger. Because Nippers is on the windward side of Guana, by evening the blown sand was giving us an unexpected exhibition, so we headed back to the boat in the sheltered anchorage.

The next morning, the winds picked up to 30 to 35 knots, and we were off to the next destination, the Sea of Abaco.

**FEATURES** Every Issue, we inform and entertain our readers on the most interesting and useful trends and destinations in boating. The personalities and unique stories that bring the boating lifestyle vividly to life for our readers are the lifeblood of the BoatU.S. Magazine experience.

**BOATU.S. REPORTS** is the place to find regional news of interest from the world of American boating. Government, safety, and environmental news in particular are some of our specialties.

**BOATU.S. FOUNDATION** showcases the great testing and product research we're conducting on issues of safety and clean water.

**GOVERNMENT AFFAIRS** highlights the intersection of boating interests and government regulation. BoatU.S. is in the forefront of fighting for the rights of boat owners; this section showcases these efforts.

**CONSUMER PROTECTION** tackles boating issues from a consumer perspective, such as stories on great deals in boating, and how to buy quality.

**PRACTICAL BOATER** offers confident hands-on advice, and step-by-step projects, on how to repair and upgrade your boat yourself. Our readers' favorite section!

**BOAT HANDLING** techniques articles are in every issue, expertly illustrated and photographed, and backed up with videos on our website.

**SEAWORTHY** draws on real lessons learned from BoatU.S. members to show how to prevent boat damage and personal injury. This BoatU.S. exclusive sets our magazine apart in the industry, tapping our company's experience in insurance coverage and claims.

**BOATS, GEAR, TECH** covers product news on new boats, and useful new gear. Plus, the latest on marine electronics, by leading authority Lenny Rudow.

**LIFESTYLE** gathers stories on the people and their love of our sport that makes this community unique. Every month, you'll find active boaters and fishermen highlighted, which strengthens the commitment we all have to boating.

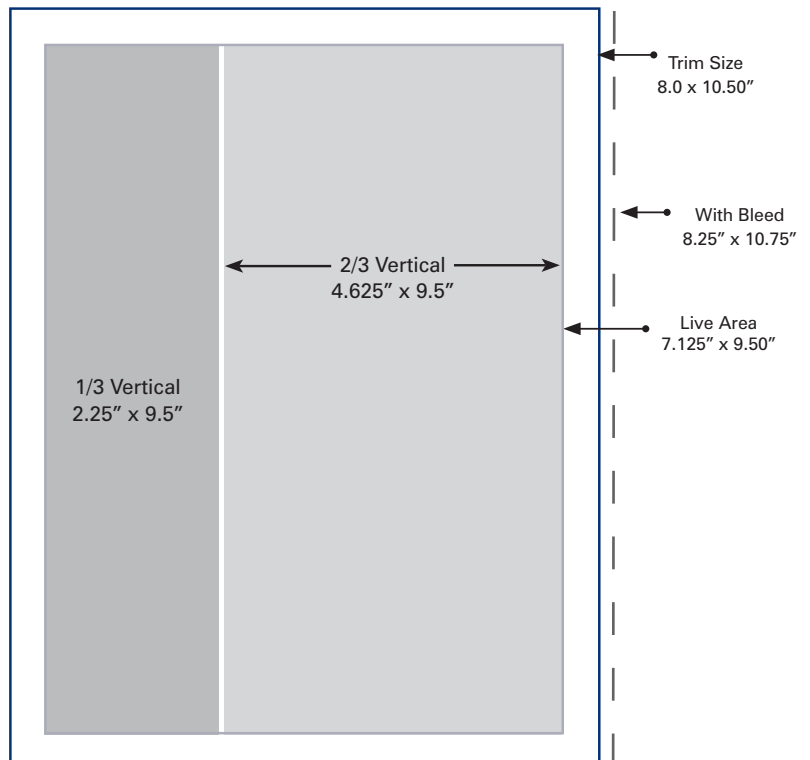
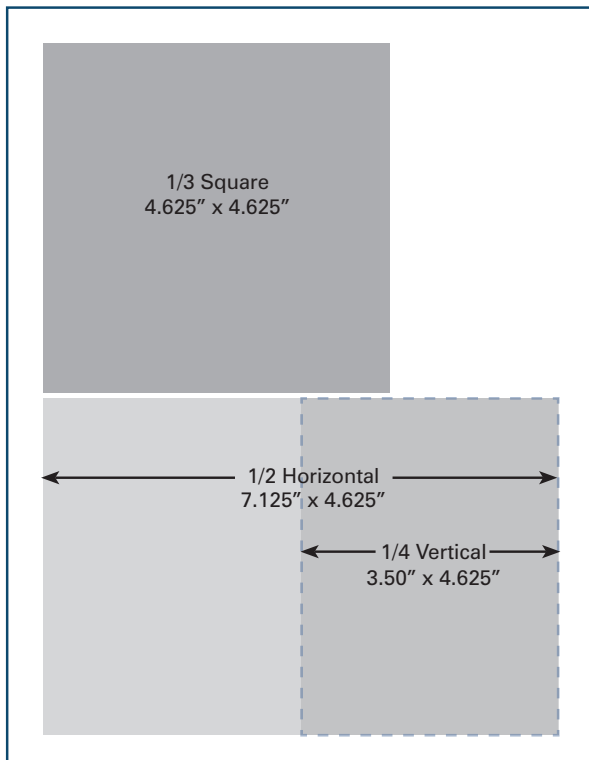


### MECHANICAL SPECS

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) or FTP them to [csftp.boatus.com](http://csftp.boatus.com)  
 User Name: csuser, Password: csuser1



# BoatU.S.

MAGAZINE

## ONLINE



**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 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.  
3rd party ad serving supported  
\$18 CPM Run of site.

Specific content areas available for a slightly higher CPM.

# BoatU.S.

MAGAZINE

## E-NEWS



# monthly eNewsletter

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



## BoatU.S. eNews



### Keeping The Water On The Outside

Here are three items to have aboard in case you spring a leak. [Read More >>](#)



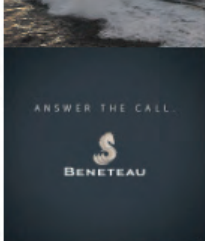
### We Put Flares (And Signal Lights) To The Test

Which visual distress signal is right for you? [Read More >>](#)



### Pick The Right Rod For The Job

Which should you have more of: fishing rods or golf clubs? [Read More >>](#)



Advertisement



### Shooting Great Boating Video

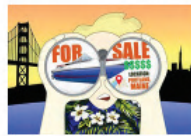
Our experts share their tips for recording your boating memories. [Read More >>](#)

## BoatU.S. eNews



### 6 Tips For Canine Crew Safety

Protect your four-legged buddy on the water. [Read More >>](#)



### Avoid Getting Burned By Online Boat Shopping

Stack the odds in your favor with this long-distance gamble. [Read More >>](#)



Advertisement



### Don't Let The Summer Heat Sink Your Day

Learn the symptoms of hyperthermia and how to beat life-threatening overheating. [Read More >>](#)



### The Big One That Didn't Get Away

Our expert offers four ways to get your catch from the water into your fishbox. [Read More >>](#)

# 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*, and have a 24-foot Seaway lobster boat.



### 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.



### 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 repair work and searching for lost items. Her love of boats may only be superseded by her love of horses. She spent 20 years writing and photographing for and editing magazines and books – including *Practical Horseman* magazine. She is an award-winning writer and photographer, bringing home a first place Boating Writers International award for her article "2017 Boat Lover's Guide to Marine Tech Schools and Colleges" that appeared in the December 2016 issue of *BoatU.S. Magazine* and a third place for "Bitter Soup," which appeared in the August/September 2017 issue.



### 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.



### Charles Fort

Associate Editor

Charles handles our exclusive Seaworthy in-depth tech feature in every issue, our videos, and our investigative features. He helps with dispute-mediation, and writes our Consumer Protection column. A member of the National Association of Marine Surveyors, he's on ABYC tech committees, and has a 100-ton USCG license. He is a sailor, who went cruising with his family, and lives in California.



### 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 *Soundings'* "Sea Savvy" 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

Electronics Editor

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.



### 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.



### 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.