

BoatU.S.

MAGAZINE

2023 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.

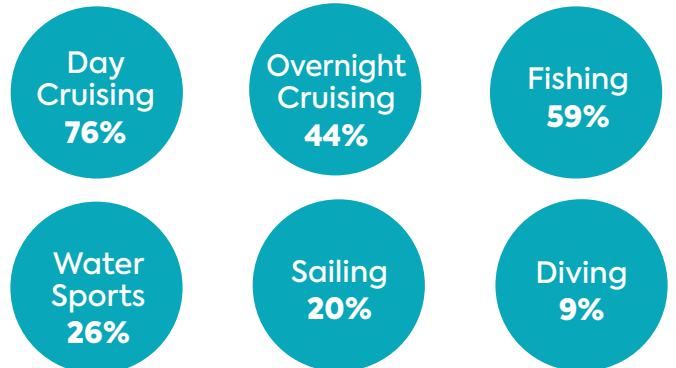
THE AUDIENCE

AAM Audited Paid Print Circulation 625,000	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	Plan to Purchase Boat Within 24 Months 20%

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



2023 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

2023 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	1/3/23	2/4/23
April/May	3/3/23	4/8/23
June/July	5/5/23	6/10/23
September/October	7/14/23	8/19/23
November/December	9/22/23	10/28/23

HEY THERE, Big Shot!

Cruisers, tugs, catamarans, and even center-cockpits are making a splash. The speed, luxury, and creature comforts that buyers desire.

BY RICH ARMSTRONG



Cruisers Cantius 46

Cantius Yachts added to its Cantius line of sporty, heavy boats with this 46-foot model specifically designed for relatively inexperienced boaters, complete with young families, to take the helm. "It fills a void," says Dan Zeno, vice president of sales at Cantius. "We're seeing so many first-time boaters as well as people looking back up and down in size. It's the perfect vessel, whether you're looking for a way to entertain on the weekends or embark on extended road adventures."

Accommodations include a full-beam master stateroom, stateroom, forward stateroom, two heads, and a full cockpit. The single-level main deck has walk-through wood, hardwood floors, window, and large glass doors that fully open to a cockpit with an L-shaped dining seating with optional bench seating, stainless grill, and powered winch system. The galley includes refrigerator, electric stove, and microwave/convection oven. The finished deck features a swimback with integrated U-shaped seating, chaise lounge, and optional slide.

LOA 46'0" | BEAM 14'0" | DRAFT 2'0" | FUEL 300 gal | WATER 100 gal | DISPLACEMENT 12,000 lbs | POWER 2 x 40-hp Volvo Penta D3-40 (600+) | MSRP \$1.1M | cantiusyachts.com

What distinguishes a "boat" from a "yacht" in the boating industry, the Europeans call just about every vessel a yacht. Here in the U.S., the lines is a more legislative term, typically used by boat builders that represents the myth that all boats are magnificent vessels we know to be far from the truth. One of the 100-plus-foot "megayachts" and "superyachts" owned by billionaires and displayed at yacht shows, like the one held each November in Fort Lauderdale, Florida. "No boating without an accompanying boat, thank you!" — recreational boats are being conceptual as small boats that are less than 30 feet and big boats. The need to see what you may think of when it comes to big boats. Namely, a 40- and 50-foot center-console with outboard propulsion is becoming more common each year. Heck, I've seen the luxury brand from Hydro Sports, marine Yamaha, 45-foot center console that sleep six. With its 16-foot beam and 45-hp outboard, it's powered by a sprayer of Yamaha 45hp or Suzuki Marine 42hp outboard. That may be an extreme example.

regardless of whether or not you have a formal "bucket list" of experiences you want to check off before you check out every one of us has a few things we really want to do in this life. For adventure-minded boaters, it could be rounding Cape Horn or heading up the West Coast Coast Guard. Being all the way in Alaska, or island-hopping down to the Caribbean. But time waits for no one, so the practical slipper and crew focus on what is double sooner versus later. The Great Loop, the 6,000-mile system of natural and man-made waterways that encompasses the eastern portion of the United States and part of Canada, has that same allure, but without the somewhat intimidating bureaucracy. The reality, though, is this one voyage on the slow lane also takes at least six months, and more likely a year to complete — no long-term working people be away from their jobs. Yes, plenty of boaters pocket away at The Loop, cruising sections over the span of years, but it's still a large and lengthy commitment. For adventurers more inclined to home and work obligations, there are more modest and manageable options generally referred to as "mini loops," which include sections of the Great Loop. You get a nice

scenic cruise and lifetime memory while ending up back where you started in time to return to "real life." Depending on where you live on the East Coast, there's a mini loop nearby. **Which mini-loops is right for you?** "The mini loops are a good way to practice for the Great Loop and to confirm that everything on your boat is working," says Phil Bartholomew of Yonkers, Virginia. The Bartholomews have done the "Camden Loop," which meanders 150 miles among willie, friendly small towns, locks, and bridges through Florida Swamp, the Potomac River, Albemarle and Currituck sounds, to Chesapeake, Virginia and the "Florida Loop," which circumnavigates the lower third of Florida from Fort Myers, east through the Caloosahatchee River, Lake Okechobee, St. Lucie Canal and river, south along the east coast through the Keys, then north back to Fort Myers. "This can vary depending on your pace, but the 150-mile Florida Loop would probably take about two weeks; the Camden Loop might only take a long weekend," says Kimberly Russ, director of the America's

The allure of the 'MINI LOOP'

Tackling the epic Great Loop is a big commitment. Maybe too big right now? Wait, there are bite-sized versions up and down the East Coast

BY RICH ARMSTRONG

OCTOBER / NOVEMBER 2019

SAILING TIME MACHINE

New & Shew: BoatU.S. member John Koper (top) is seen on his boat in the mid-Atlantic. Above: Koper's (left) and his wife's (right) boats on the water with Shewell.

BY FIONA MCGLYNN

APRIL / MAY 2019

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

“If I just had my 40th birthday, I would have loved to have had your time frame sailing around the world,” says Francis Chichester, a businessman in mining and real estate, who would undertake it, let's look back at the race's extraordinary history.

The 1968 Golden Globe Race
In 1967, British sailor Francis Chichester, a businessman in mining and real estate, made the first-ever solo one-stop circumnavigation and was celebrated on newspaper front pages around the world. But even as he sailed back to port, the media began asking, "Who will be the first to do it unaided?" Imaginations were lit, and several sailors began preparations. Among them was 29-year-old Robin Knox-Johnston. After serving in the Royal Merchant Navy and Royal Naval Reserve, Knox-Johnston built a 32-foot ketch, *Suhaili*, in India and approached Chichester's sponsor, *The Sunday Times* newspaper, for financial backing. *The Times*, having profited from Chichester's

APRIL / MAY 2019

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 advice on buying and selling, understanding warranties and service contracts, handling consumer complaints, 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 DIY confidence.

BOAT HANDLING

Build confidence and boat-handling skills with expertly illustrated articles on seamanship and navigation techniques, often accompanied by how-to videos on our popular YouTube channel (@BoatUS).

BOATU.S. REPORTS

taps our exclusive GEICO | BoatU.S. Marine Insurance claims files, and sets our magazine apart in the industry. Drawing on real lessons learned the hard way by our members, we explain how to prevent boat damage and personal injury.

BOATS, GEAR, TECHNOLOGY

New boats and trends, innovative products, and must-have gear for all kinds of boating, including water-sports and fishing. Plus, the latest on marine electronics by leading authority Lenny Rudow.

LIFESTYLE

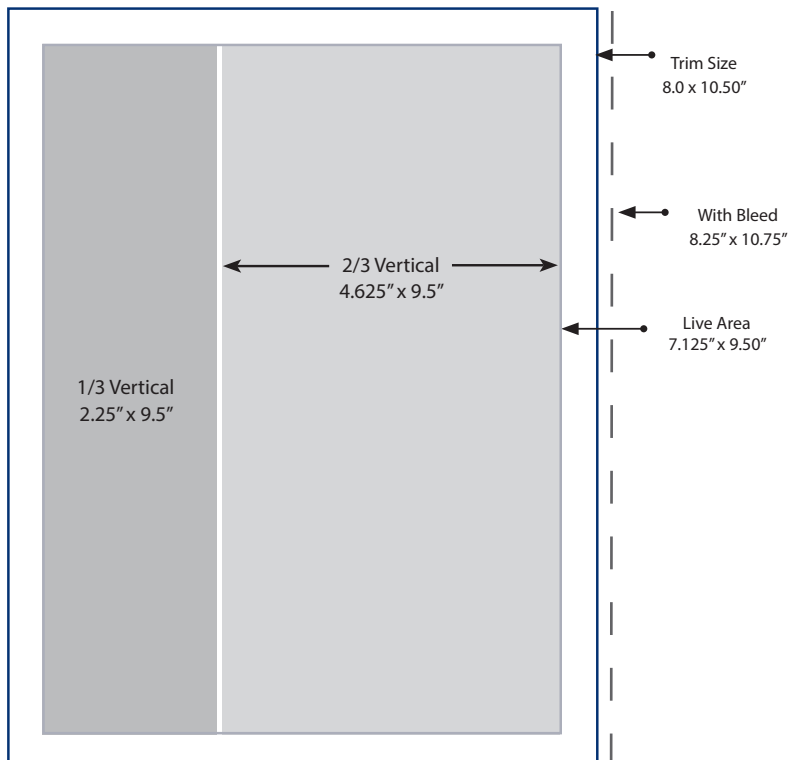
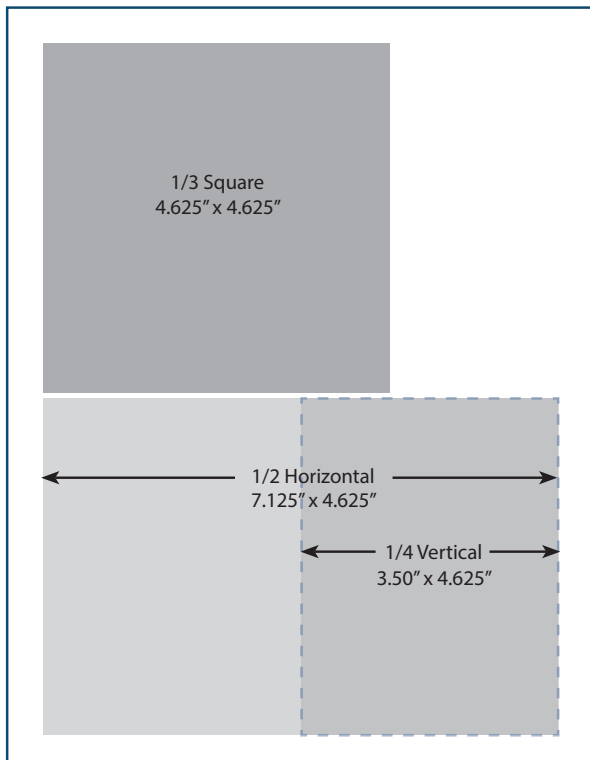
Compelling stories on inspiring boating folks and their love of our sport strengthens our magazine's sense of community, and the commitment we all have to boating. Health tips for active outdoor people and ideas for a more comfortable life aboard.

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"



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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

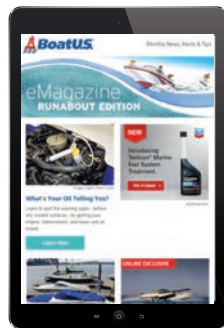
AD POSITION

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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. Owing 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). 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.