

2020 Media Kit

GOOD OLD BOAT

Inspiring hands-on sailors

Inside:

**Why Our Readers
are the Perfect
Customers**

2020 Ad Rates

Ad Sizes and Specs

Our Readers Are Your Customers

Boat owners are a particular lot. They're at once discriminating and eager to try a new idea. They look to save money wherever they can - except when it comes to their boats, when quality and longevity takes priority. They want to know what works, what fits, what looks good, and what performs.

Good Old Boat readers are boat owners through and through. They hold onto old copies of the magazine because boat projects don't fall out of fashion. Our articles are written by our readers, by boat owners. Our readers are your customers. Is your ad where they will see it?



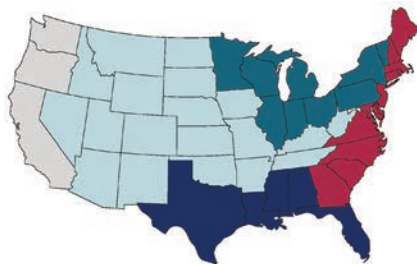
88%
COLLEGE EDUCATED



\$100K+
HOUSEHOLD INCOME



91%
OWN A SAILBOAT



MAGAZINE REGIONAL DISTRIBUTION

| | |
|-----------------------------|-----|
| Atlantic | 37% |
| Great Lakes states | 17% |
| Gulf Coast | 12% |
| Pacific (Alaska and Hawaii) | 14% |
| Interior | 10% |
| Canada and other countries | 10% |

SAILING HABITS

- 50% spend up to 30 days per year on their boat
- 36% spend 1-3 months per year on their boat
- 86% are daysailors
- 60% are weekend or coastal cruisers
- 26% charter a sailboat

READING HABITS

- 13.5% read only Good Old Boat
- 84% do not read Sailing
- 79% do not read WoodenBoat
- 63% do not read Practical Sailor
- 59% do not read Cruising World
- 59% do not read Sail

OUR READERS WORK ON THEIR BOATS

- 94% do the cleaning and waxing
- 84% install their own deck hardware
- 83% do the woodwork and varnishing
- 76% do their own rigging maintenance
- 74% do the bottom painting
- 75% install all new rigging and deck hardware
- 66% install their own electronics
- 53% install a variety of other systems, such as plumbing, refrigeration, and heating or air conditioning
- 91% get their installation and do-it-yourself info from magazines
- 92% of our readers do minor repairs
- 50% do major repairs

- 88% do routine maintenance
- 77% make their own boat improvements

HOBBIES

- 46% attend boatshows
- 43% like to hike
- 42% like to bike
- 39% enjoy photography
- 39% like to canoe or kayak

READER LONGEVITY

- 43% have subscribed for 2 to 4 years
- 15% have subscribed for 6 to 8 years
- 11% have been subscribing for 8 to 10 years or more

Behan Gifford / Nica Waters, Advertising Sales Directors

Behan: 415-868-3633 • Nica: 434-989-6126 • Advertising@goodoldboat.com

2020 Advertising Rates

MAGAZINE DISPLAY AD RATES - per placement

| PAGE SIZE | 3x | 6x |
|-------------------------|---------|---------|
| Full page | \$1,898 | \$1,803 |
| C4 - Back cover | 2,268 | 2,155 |
| C2 - Inside front cover | 2,062 | 1,959 |
| C3 - Inside back cover | 2,062 | 1,959 |
| Page 2 | 2,034 | 1,932 |
| Page 4 | 1,975 | 1,876 |
| 1/2 page | 1,522 | 1,445 |
| 1/3 page | 1,045 | 993 |
| 1/4 page | 800 | 760 |
| 1/6 page | 537 | 510 |
| 1/8 page | 472 | 448 |

CLASSIFIED AD RATES & SIZE

\$50 per inch

\$200 for business card

Classified ads are available in column format. A column inch is 1.625 inches wide. Ads can be purchased in half-inch increments, up to 3 inches long.

New for 2020: business card size classifieds. These stretches horizontally across two columns, occupying four column inches.

THE DOGWATCH AD RATES

Good Old Boat's monthly newsletter reaches more than 26,000 readers and extends your reach beyond our subscriber list. Placements are priced at \$100 per 300x250 insert.

CLOSING DATES

MAGAZINE ISSUE

| |
|------------------------|
| May/June 2020 |
| July/August 2020 |
| September/October 2020 |
| November/December 2020 |
| January/February 2021 |
| March/April 2021 |

DEADLINE

| |
|-------------------|
| March 2, 2020 |
| May 4, 2020 |
| June 29, 2020 |
| August 31, 2020 |
| November 2, 2020 |
| December 18, 2020 |

THE DOGWATCH

| |
|--------------------|
| February 14, 2020 |
| March 16, 2020 |
| April 15, 2020 |
| May 15, 2020 |
| June 15, 2020 |
| July 15, 2020 |
| August 14, 2020 |
| September 15, 2020 |
| October 15, 2020 |
| November 16, 2020 |
| December 15, 2020 |

DEADLINE

| |
|-------------------|
| February 3, 2020 |
| March 2, 2020 |
| April 6, 2020 |
| May 4, 2020 |
| June 1, 2020 |
| July 6, 2020 |
| August 3, 2020 |
| September 7, 2020 |
| October 5, 2020 |
| November 2, 2020 |
| December 7, 2020 |

MAKE MEANINGFUL CONNECTIONS WITH OUR READERS

| | |
|-----|---|
| 48% | lend their copies to other sailors |
| 52% | talk about a products advertised in GOB |
| 54% | request information on a product or service advertised in GOB |
| 55% | use information from GOB to advise someone else |
| 61% | purchase a product or service advertised in GOB |
| 84% | use information in GOB to work on a boat |
| 94% | keep back issues for future reference (they also keep your ad!) |

Magazine Ad Specs

MAGAZINE DISPLAY AD DIMENSIONS

| Page size | W | H |
|------------|--------|---------|
| Full bleed | 8.375" | 11.125" |
| 1/2 horiz. | 7" | 4.875" |
| 1/2 vert. | 3.25" | 10" |
| 1/3 square | 4.625" | 4.875" |
| 1/3 vert. | 2.25" | 10" |
| 1/4 horiz. | 7" | 2.375" |
| 1/4 vert. | 3.25" | 4.875" |
| 1/6 horiz. | 4.625" | 2.375" |
| 1/6 vert. | 2.25" | 4.875" |
| 1/8 page | 3.25" | 2.375" |

CLASSIFIED AD DIMENSIONS

| Page size | W | H |
|---------------|--------|------|
| 1/2 inch | 1.625" | 0.5" |
| 1 inch | 1.625" | 1.0" |
| 1.5 inch | 1.625" | 1.5" |
| 2 inch | 1.625" | 2.0" |
| 2.5 inch | 1.625" | 2.5" |
| 3 inch | 1.625" | 3.0" |
| Business Card | 3.5" | 2.0" |

AD SPECS

Ads must be submitted as a press-quality PDF or high-resolution TIFF or JPG file, at the correct size, at a resolution of at least 300 dpi, and in CMYK. We can convert your digital file to the proper format if it has been created using InDesign, Photoshop, and Illustrator. Please package to include all art, photo and fonts files used in the ad.

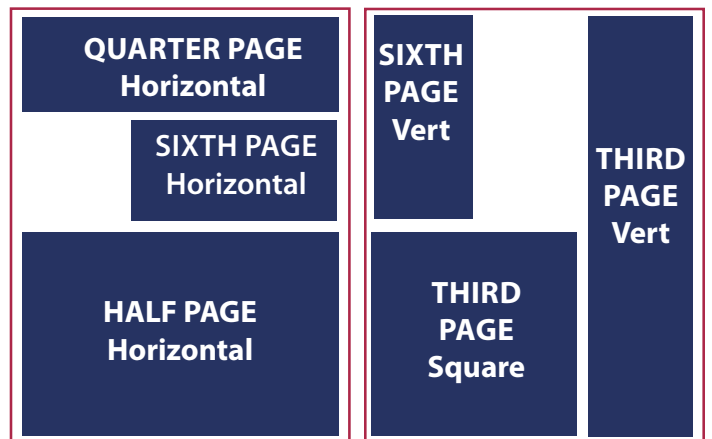
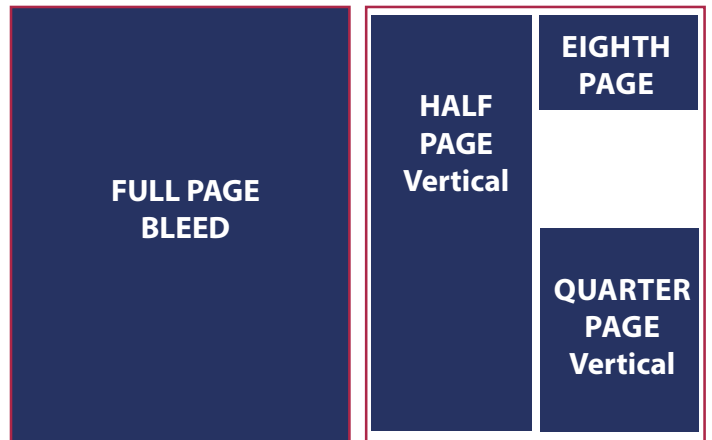
POLICIES

Ads are subject to acceptance by the publisher. Cancellations are not possible after our published closing dates. No refunds are issued.

AGREEMENTS

Once it is accepted, we assume your ad will run until you tell us otherwise, unless we have agreed to a specific number of insertions. We are happy to rotate or alter ads as you desire, as long as we receive instructions before our deadlines.

DISPLAY ADS



CLASSIFIED ADS

