

GOOD OLD BOAT

Good Old Boat inspires hands-on sailors through informed technical articles and compelling sailing stories. Our readers are passionate boat owners. They're at once discriminating *and* eager to try a new idea. They seek out our expertise in uncovering what works, what looks good, and what performs.



6x
issues per year

7K
circulation

30K
subscribers

12.1K
social

Our Readers



61 / 39
male / female



81%
college educated



100K+
HHI



91%
own a sailboat

86% spend over 30 days a year on their boats

91% get installation and DIY info from magazines

77% do their own boat improvement projects

57% are "regular" *Good Old Boat* readers, engaging with our brand multiple times a month

SPECIAL ISSUES

Electric Propulsion
Anchoring
Good Young Boaters

May/June 2021

Sept/Oct 2021

Jan/Feb 2022

For pricing and availability:

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