

# 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

**Anchoring**  
**Electric Propulsion**  
**Good Young Boaters**

May/June 2021

Sept/Oct 2021

Jan/Feb 2022

*For pricing and availability:*

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