

2014

WoodenBoat

PROFILE

The Company WoodenBoat Publications, Inc. is independently owned and was founded (with *WoodenBoat Magazine*) in 1974. Currently, the company publishes magazines (*WoodenBoat*, *Professional BoatBuilder*), books, monographs, and plans. Additionally, the company includes The WoodenBoat School, the WoodenBoat Store, the WoodenBoat Show, the International Boatbuilders' Exhibition & Conference [IBEX], several sites on the Internet, and a variety of other projects and events. The company is dedicated, entirely, to the marine industry.

Editorial Profile Our mission is to continue to serve and inspire our core audience while attracting ever younger enthusiasts into this community of engaged readers by making boating and boatbuilding accessible to all. Throughout the evolution of *WoodenBoat*, we have focused on the raw materials, the techniques and processes, the historical appreciation, the pioneers and practitioners, and the current and future trends of boating and boatbuilding. We bring this information to our readers in each and every issue. To describe the average *WoodenBoat* reader as "passionate" is a given. He or she is committed to the world of wooden boats and boating, whether as a builder or simply an appreciator of the craft. Nearly 90% of *WoodenBoat's* 75,000 readers own one or more boats, while 83% work on their own boats every year. What makes *WoodenBoat* readers so unparalleled is that they build their own boats: 70% of *WoodenBoat* readers have built or helped build a boat, and, on average, subscribers have built 4.7 boats.

Frequency:	Bimonthly
Established:	1974
Circulation:	75,000 paid

2014 ADVERTISING CLOSING DATES

ISSUE	SPACE RESERVATIONS AND MATERIALS DUE DATE	PUBLICATION DATE
MARCH/APRIL #237	January 6, 2014	February 18
MAY/JUNE #238 <i>WoodenBoat Show Issue</i>	March 5	April 17
JULY/AUGUST #239 <i>Special Museum Section</i>	May 5	June 18
SEPTEMBER/OCTOBER #240	July 7	August 18
NOVEMBER/DECEMBER #241	September 5	October 20
SMALL BOATS 2015	September 5	November 28
JANUARY/FEBRUARY #242	November 5	December 18

CONTACT US

WoodenBoat Magazine Advertising Department

207-359-4651

advertising@woodenboat.com

www.woodenboat.com