

WoodenBoat

The Readers of
WoodenBoat
Marine Consumers
and Enthusiasts

*Devoted to Wood
and Water*

Reader Survey

On the Water or in the Shop, Wooden Boat Readers are *Dedicated*

THE 105,000 READERS of *WoodenBoat* are dedicated mariners, possessing a deep and abiding involvement with the boats they build and use. The value they place in their magazine is higher than in any other, with an average subscriber cost in 2007 of \$29.95, and a newsstand cost of \$5.99.

Frequency	Bimonthly
Circulation	87,000 paid readers
Established	1974
Audited by	ABC

The WoodenBoat reader wields enormous purchasing power in the marine marketplace. They are consistently and actively involved in their boats, as measured by the number of boats they own, the amount of time they use them, and the amount of time and money they spend maintaining them. They pursue their passion with dedication and intensity.

The **CORE READER** of *WoodenBoat*

Male	99%
Boating Experience	37 years
Age	54 years
Household Income	\$162,000
More than \$100,000	46.5%
Household Net Worth	\$1.48 million
More than \$1,000,000	36.2%
Attended college	90%

PROFESSION

Owner, partner, ceo, coo, cfo	33%
Professional	28%
Manager	9.9%

CONSIDERS HIMSELF primarily a

Sailor	54%
Powerboater	36%
Boatbuilder	18%
Paddler/rower	19%

TYPES OF BOATS currently **OWNED**

Sailboat	42%
Powerboat	40.7%
Row/paddle boat	17.3%
Plan to purchase a boat, next 12 months	25.5%
Transport small boat via trailer	82.9%

READERS and their **BOATS**

Interest in boating: <i>great or better-than-average</i>	94%
Days per year spent boating	56 days
Own one or more boats	89.9%
Average number of boats owned	3
Mean length of largest boat	25 feet

Readers, Boat Builders and Maintenance

Our readers are committed to an outdoor lifestyle on or near the water, whether through extended cruising or weekend racing.

INTEREST in BOATBUILDING

Greater or better-than-average	75%
Have built a boat	69.2%
That's 60,030 boats!	
Have designed a boat	22.1%
Plan to build a boat, next 12 months	39.1%
That's 34,017 boats!	
Earn income from building/repairing boats	11.6%
Hours spent repairing/maintaining, last 12 months ..	120 hours
That's 10,440,000 hours!	
Majority of work done by self	83.1%
Marine paint/oil/varnish consumed, last 12 months ..	4 gallons
That's 348,000 gallons!	
Use epoxy	78.5%
Have home woodworking/boatbuilding shop	72.8%
Have intermediate or advanced woodworking skills	84.6%

READER ACTIVITIES (last 12 months)

Day sailing	55.3%
Attended a boat show	52.9%
Powerboating	49.7%
Canoeing/kayaking	43.8%
Rowing	28.7%
Chartered a boat	10.1%
Weekend or coastal cruising	34.6%
Offshore cruising/passage-making	10.6%
Club Racing	10.2%
Fishing	46.4%
Hiking	40.6%
Collected nautical art and antiques	31.8%
Photography	47.5%
Bicycling	37.4%

WoodenBoat readers' active enthusiasm for the preservation of their craft makes them excellent consumers of marine products and related woodworking materials. They rely on WoodenBoat as their technical ally and resource for all their boating projects.

What makes the WoodenBoat reader so attractive to advertisers is not only his passion for building and sailing boats, but his interest in so many water-related activities. This individual's love affair with wood and water is demonstrated in all facets of his leisure time.

Reader's Ownership and Purchase Plans for Engines

WoodenBoat readers buy engines! As you can see from the chart below, the average reader already owns two outboard motors, and fully 3/4 of them plan to buy another within the next 12 months.

DO YOU (OR OTHER MEMBERS OF YOUR HOUSEHOLD) OWN OR PLAN TO PURCHASE A MOTOR IN THE NEXT 12 MONTHS?

	CURRENTLY OWN	PURCHASE
Outboard	83.6%	74.7%
Inboard-Gas	24.8%	14.1%
Inboard-Diesel	23.5%	17.2%
Stern Drive	15.8%	1%

HOW MANY MOTORS DO YOU OWN AND HOW MANY DO YOU PLAN TO PURCHASE IN THE NEXT 12 MONTHS?

Outboard	2.06	.58
Inboard-Gas	1.24	.28
Inboard-Diesel	1.18	.20
Stern Drive	.56	.07

DO YOU PLAN TO REPOWER YOUR BOAT IN THE NEXT 12 MONTHS?

- Yes, outboard.....58.2%
- Yes, gas.....23.9%
- Yes, diesel.....25.4%
- Yes, stern drive.....3%

Reader's Ownership and Purchase Plans for Tools

What is your level of woodworking skills?

Beginner.....13.7%
Intermediate.51.7%
Advanced.....32.9%

How do you purchase tools?

Through the mail.....34.9%
Online.....29.7%
Through some other source....86.3%

Do you have a home woodworking or boatbuilding shop?

Yes.....72.8%

What is the estimated value of your woodworking tools and equipment?

\$3,174

Have you ever built or helped to build a boat?

Yes....69.2%

If "YES" how many boats have you built or helped to build?

4.7 boats

Do you (or other members of your household) plan to build or help to build a boat in the next 12 months, or are you currently building a boat?

Yes...39.1%

If "YES" how many boats will you (or other members of your household) build or help to build in the next 12 months? 1.55 boats.

The average WoodenBoat reader has intermediate woodworking skills, buys his tools through the mail or online, has his own woodworking shop filled with tools valued at approximately \$3,174. Nearly 3/4 of these readers have helped to build close to five boats in their lives.

These readers are active tool consumers, constantly on the lookout to hone their skills and improve their tool inventories.

Magazine Readership

Over **55%** of our readership rate WoodenBoat as “most helpful publication” among all marine and woodworking magazines read regularly. They rely heavily on WoodenBoat not only for technical expertise but also for the support of a community of wooden boat owners and builders found within the pages of each issue.

Readers’ **MAGAZINE READERSHIP**

Years reading <i>WoodenBoat</i>	12 years
Number of times refer to an issue	6 times
Time spent reading an issue of <i>WoodenBoat</i>	5 hours
Number of readers per copy	2 readers

OTHER MAGAZINES Read Regularly

Boating.....	7.0%
Cruising World.....	13.6%
MotorBoating.....	5.5%
Sail.....	25.5%
Yachting.....	9.2%

ACTIONS TAKEN in the last 12 months **AS A RESULT OF READING WOODENBOAT**

Talked about an article in the magazine	76.8%
Used information in the magazine to work on a boat	59.6%
Talked about a product advertised in the magazine.....	53.3%
Requested information on a product or service advertised.....	51.5%
PURCHASED A PRODUCT OR SERVICE ADVERTISED.....	42.2%
Used information in the magazine to advise someone else.....	41.9%
Used information in the magazine to build a boat	15.1%

WoodenBoat

To learn more about how to reach this affluent, stable, dedicated and enthusiastic consumer of marine products,

call our Advertising Department at 207-359-4651 or

email: michele@woodenboat.com.

We'll show you how *WoodenBoat's* low CPM's will give you high returns for your targeted marketing efforts.

WoodenBoat

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DEMOGRAPHICS derived from responses to subscriber mailing conducted by IDG Research Services (Framingham, MA), May 2006. Questionnaires mailed to 1,000 nth-selected subscribers, 547 completed questionnaires received, for a response rate of 55%. Averages shown.

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