

## ABOUT OUR READERSHIP

**FREQUENCY:** Bi-monthly

**ESTABLISHED:** 1974

**PRINT CIRCULATION:** 60,000 paid

**DIGITAL CIRCULATION:** 4,000

**E-NEWSLETTER SUBSCRIBERS:** 42,000

**WEBSITE VIEWERS:** 68,000+ unique/month

**FACEBOOK:** 158,000+ followers

**INSTAGRAM:** 23,000+ followers

*Let our sales professionals help you create an effective advertising program that combines print, digital, web, sponsorships, and events that will put you in front of the educated, affluent, global WoodenBoat readership!*

### WoodenBoat Magazine Advertising Department

41 WoodenBoat Lane, P.O. Box 78  
Brooklin, Maine 04616

**Tel:** (207) 359-4651

**Fax:** (207) 359-8920

advertising@woodenboat.com

**www.woodenboat.com**

## WoodenBoat Publications

WoodenBoat Publications, Inc. is independently owned and was founded (with *WoodenBoat Magazine*) in 1974. Currently, the company publishes magazines (*WoodenBoat* and *Professional BoatBuilder*), books, monographs, and plans. Additionally, the company includes The WoodenBoat School, the WoodenBoat Store, the WoodenBoat Show, Mastering Skills with WoodenBoat, several sites on the Internet (including [www.smallboatsnation.com](http://www.smallboatsnation.com)), 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* 60,000 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.

## List Rental

To enhance your direct mail efforts, rent the *WoodenBoat* postal mailing list. Our mailing list is available through Estee Marketing Group. Contact: Deana Snyder, [dsnyder@esteemarketing.com](mailto:dsnyder@esteemarketing.com), (914) 235-7080 ext. 306.

## 2024 ADVERTISING CLOSING DATES

Issue	Space Reservation and Materials Due	Publication Date
March/April #297	January 5, 2024	February 13, 2024
May/June #298	March 5, 2024	April 16, 2024
July/August #299 <i>(Special Museum Section &amp; WoodenBoat Show Issue)</i>	May 6, 2024	June 18, 2024
September/October #300	July 5, 2024	August 13, 2024
November/December #301	September 5, 2024	October 15, 2024
January/February #302	November 4, 2024	December 10, 2024