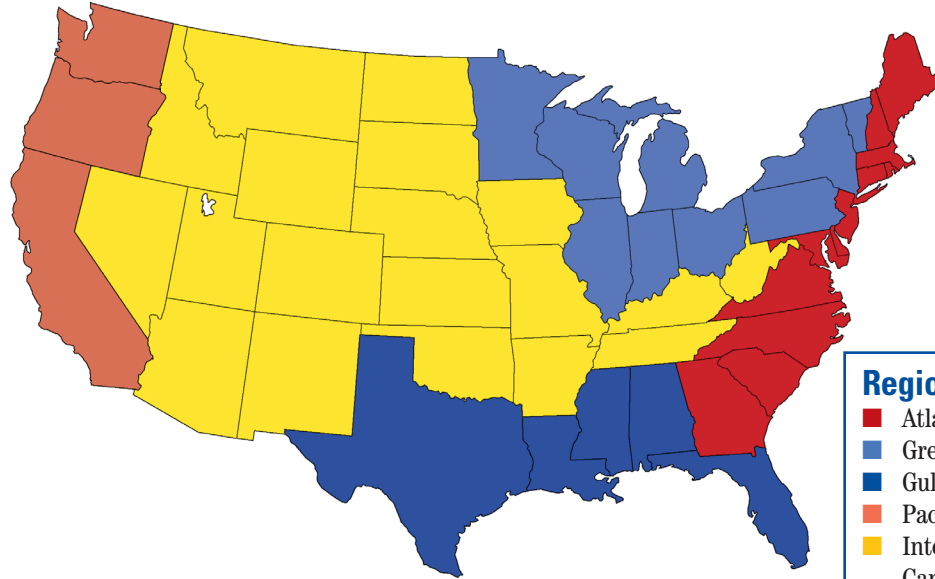




Our Readers are Looking for Your Products

DEMOGRAPHICS



Regional distribution	
Atlantic	37%
Great Lakes states	17%
Gulf Coast	12%
Pacific (Alaska and Hawaii)	14%
Interior	10%
Canada and other countries	10%

Our readers are:

- 96% male
- 88% college educated
- 58% have more than 20 years of sailing experience
- 94% own their homes
- 83% do not have a vacation home

Ages:

25-35	2%
35-50	19%
50-70	69%
70+	10%

Household Income:

\$25-\$50,000	9%
\$50-\$100,000	40%
\$100-\$300,000	43%
\$300,000+	8%

Sailing habits:

- 50% spend 0-30 days per year on their boat
- 36% spend 1-3 months per year on their boat
- 86% are daysailors
- 60% are weekend or coastal cruisers
- 26% charter a sailboat
 - 20% spend a week on a chartered sailboat
 - 5% spend two weeks on a chartered sailboat

Our sailing readers also:

- 46% attend boatshows
- 43% like to hike
- 42% like to bike
- 39% enjoy photography
- 39% like to canoe or kayak

Reader longevity:

- 43% have been subscribing for 2 to 4 years
- 15% have been subscribing for 6 to 8 years
- 11% have been subscribing for 8 to 10 years or more

Issue importance:

- 49% spend 2 to 4 hours reading each issue
- 15% spend 6 to 8 hours reading each issue

Magazine readership:

13.5% read only *Good Old Boat*

- 84% do **not** read *Sailing*
- 79% do **not** read *WoodenBoat*
- 78% do **not** read *Latitudes & Attitudes*
- 63% do **not** read *Practical Sailor*
- 59% do **not** read *Cruising World*
- 59% do **not** read *Sail*