

# What People are Saying about *Good Old Boat*

As a *Good Old Boat* advertiser with a new product offering, I have spent and miss-spent more on advertising than on any other line item in this venture. I first introduced the PowerTiller in *Good Old Boat* with simple and affordable display ads and a supplemental classified ad. I wanted to make three impressions in a short space of time, so I decided to do it in a single publication. It worked. The response I received from these ads was very encouraging. **It paid for the advertising from the very first issue.** I was pleased.

Subsequent to that success, I purchased advertising in several large mainstream sailing magazines. I was astounded at the poor response and dismayed at the expense. While justifying their high prices by claiming 15 times the distribution of *Good Old Boat*, **the same ads produced fewer than one-fourth the leads my *Good Old Boat* ads had and virtually NO sales.** It cost me dearly.

**In short, nothing in print publishing has paid off for PowerTiller like the advertising dollars I've spent with *Good Old Boat*.**

To others considering advertising in *Good Old Boat*, I offer this — *Good Old Boat* readers are unique — They HAVE and USE their sailboats. They CONSUME sailing-related items. ***Good Old Boat* readers will SEE and READ your ad.** If they are looking for, or inspired by, your product, they will respond to your *Good Old Boat* ad.

**Bill LaJoie**  
PowerTiller

By the way, your magazine is a great source for advertisers . . . I have just bought two products because I saw them and read about them in your magazine . . . just viewing the ad in your magazine lent a lot of credibility to the product.  
via email – RB, Maine

*Good Old Boat* is an enjoyable read, so please don't get distracted and go off course or get too far from what you started with. There's enough unaffordable gloss and fluff out there. Stay true.

**Jim Kimbler, Minnesota**

Great article on the Walker Bay dinghy. I went right out and bought one on the strength of the review. I love it."  
**Ron Chappell, Colorado**

By the way, we receive a steady stream of orders from *Good Old Boat* readers.

**longtime advertiser Bill Rickman**  
American Rope & Tar

I have sailed since I was 12, some 52 years ago. I used to read pieces of *Sail* magazine and pieces of *Cruising World*. By contrast, I am now reading *Good Old Boat* from cover to cover. Heck, I am even pouring through the ads."

via email – MM, California

Advertising in *Good Old Boat* is the best thing I ever did.

**John Featherman**  
Featherman Enterprises

Next, I wanted to buy a magazine for sailors. I looked at many, but when I read yours, I just had to subscribe. *Good Old Boat* was written for people just like us.

**Alan Hoelzle, North Carolina**

I've thanked you before for launching *Good Old Boat*, but I realized recently that it has, for me, become required reading. I learn solid useful stuff in every issue. It is as valuable as the charts themselves. I suspect it's because *Good Old Boat* is crafted for the readers, rather than the advertisers, and luckily for us, the advertisers you *do* attract are just the right bunch. You have my sincere appreciation.

**Frederick Corey, Massachusetts**

I relish every issue you publish. Keep up the excellent effort.

**Richard LaPalme, North Carolina**

You wrote about the Atomic 4 engine and Don Moyer, so Sharon and I attended one of his seminars in Maryland. We also purchased a new CDI propeller, designed for our engine. That alone is worth the price of the subscription."

**Carl Steinwall, Minnesota**

*Good Old Boat* is the real world and the most informative and interesting magazine I've seen. I'm glad I found you. The others are nice to look at. *Good Old Boat* is the one I read from cover to cover.

**Stephen Weinstein, New York**

By the way, I love your magazine, and I am starting to wonder why I subscribe to anything else!

**Pablo Gazmuri, Massachusetts**



THE SAILING MAGAZINE FOR THE REST OF US!

[www.goodoldboat.com](http://www.goodoldboat.com)