

BUILDING YOUR CUSTOMER LIST

WORKBOAT READERS*:

◆ **Are dedicated readers** - **30%** have been reading the magazine for **10-20 years**

◆ **Depend on the magazine** for important information - **92.5%** read every issue

◆ **Are a powerful buying force**, representing **\$8.3 BILLION** in purchasing power annually

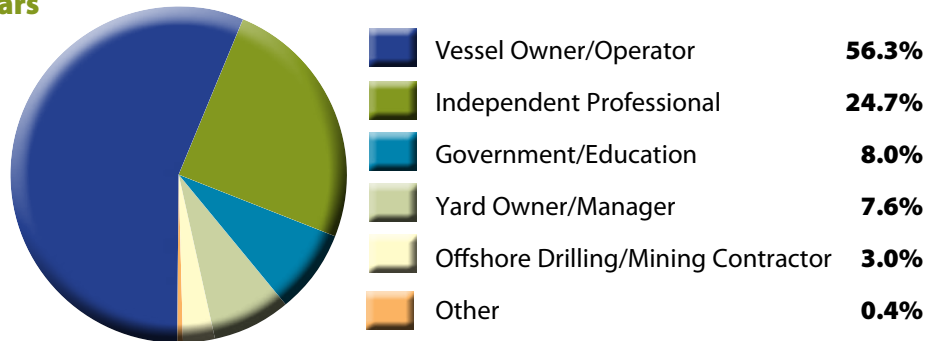
◆ **Actively use the magazine** in buying decisions - **94.8%** have taken an action as a result of reading an advertisement in *WorkBoat*

◆ **Pass their issue** of the magazine on to an average of **FIVE** other people, increasing the chances your ad will be seen

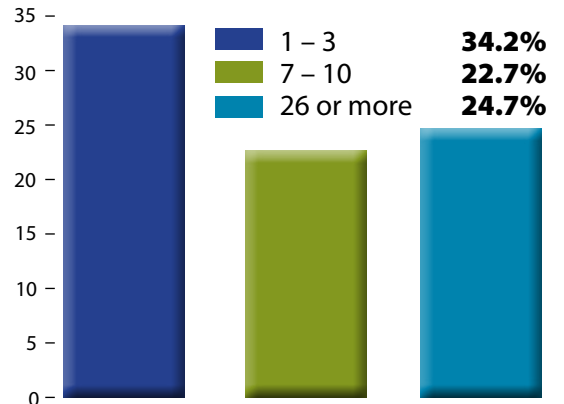
◆ **Value the magazine** as a business resource - **73%** keep their copies for future reference

*WorkBoat Reader Survey, Publisher's Own Data

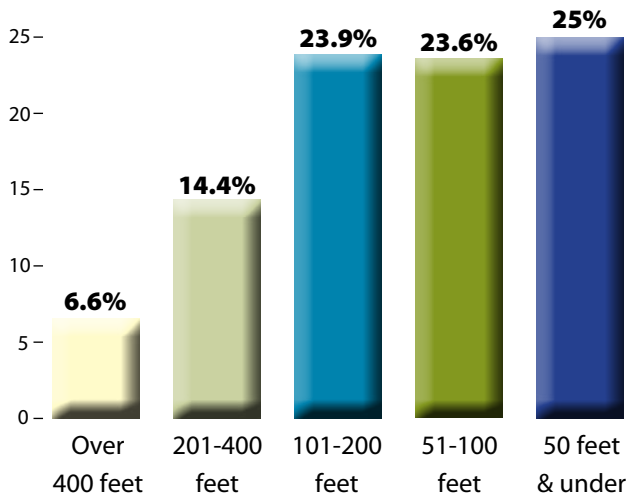
PRIMARY OCCUPATION



NUMBER OF VESSELS OWNED OR OPERATED



PRIMARY VESSEL SIZE



GEOGRAPHIC BREAKDOWN OF SUBSCRIBERS

