

# CRUISING WORLD

2012 MEDIA GUIDE



# BONNIER

**CRUISING WORLD** is produced by BONNIER, a family-owned, international multi-media entity that operates 175 companies in over 21 countries.

In the U.S., BONNIER is the leading developer of passionate enthusiast audiences, with 50+ special-interest brands and related multi-media projects and events.

**BONNIER reaches ONE out of every THREE American adults with their content.**

\*Bonnier was named 2011 Publishing Innovator of the Year by *Publishing Executive Magazine*.

**HOLDINGS INCLUDE:**  
Digital, TV Networks,  
Music, Gaming,  
Publishing

**175**  
Companies in  
21 Countries

**\$5B**  
Annual  
Revenue

**2011**  
Publishing  
Innovator of  
the Year\*

# Passion. Adventure. Life.

*Cruising World* is your passport to the cruising life. *Cruising World's* mission is to inform and entertain experienced, committed sailors and boat owners who own cruising sailboats that measure 30 to 70 feet in length. Whether their plans center around a Caribbean sabbatical, a coastal excursion, or an open-ended voyage around the world, we will nurture their dreams with practical how-to information and compelling features presenting real-life cruising stories and fascinating destinations.



**BRAND  
OVERVIEW**

# Meet the Team

*Cruising World's* audience reads not only for inspiration but also as a how-to opportunity for making every cruising sailor's dream a reality. Inspiration comes from writers who envisioned a life under sail, then made it happen for themselves, whether close to home or around the world. The how-to guidance comes from the same people: cruising sailors with firsthand knowledge of distant islands and peoples, flora and fauna, the weather, currents, safe harbors between here and there, and the vessels and equipment that ensure both a safe passage and a comfortable home afloat.



➤ **Mark Pillsbury**  
**EDITOR IN CHIEF**

mark.pillsbury@bonniercorp.com

Mark is a lifelong sailor who joined the editorial team at *Cruising World* in 2005 after working as a writer and editor at daily newspapers and business publications in the Boston area. He's served as the director of CW's Boat of the Year program and coordinated the magazine's coverage of new sailboats as well as the Hands-On Sailor section before taking over as editor in 2009. He lives aboard *Jackalope*, his Sabre 34.



➤ **Elaine Lembo**  
**DEPUTY EDITOR**

elaine.lembo@bonniercorp.com

Elaine is in her third decade as a journalist and for years was a liveaboard sailor in New England and in the Caribbean, where she also worked as crew of a luxury charter yacht. She sails *Land's End*, a 1935 wooden ketch, with her partner, professional skipper Rick Martell.



➤ **Herb McCormick**  
**SENIOR EDITOR**

herb.mccormick@bonniercorp.com

A native of Newport, Rhode Island, Herb has sailed over 75,000 offshore miles and won numerous writing and industry awards in three decades as a sailing journalist and editor. His latest adventure before returning to *Cruising World* in a full-time capacity was watch captain and writer during the 28,000-mile Around the Americas expedition via the Northwest Passage and Cape Horn.



➤ **John Wilson**  
**MANAGING EDITOR**

john.wilson@bonniercorp.com

John grew up in Seattle. He has a B.A. in English from the University of Washington and an M.A. in English from Brown. A nationally ranked masters squash player, he's also the squash coach at Bryant University. He windsurfs, sails a Laser, and races and cruises a J/24 on Narragansett Bay.

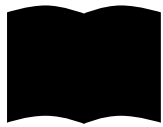


➤ **Jen Brett**  
**ASSOCIATE EDITOR**

jen.brett@bonniercorp.com

A native of South Florida, Jen has been passionate about sailing and the ocean since childhood. With a B.A. in journalism from the University of Central Florida under her belt—and a year of cruising the Bahamas down to the Dominican Republic under her keel—she entered the field of marine journalism and has never looked back. Jen, along with her husband and two daughters, currently lives aboard her 44-foot ketch in Newport, Rhode Island.

# CRUISING WORLD



## MAGAZINE

**120,000**  
Rate Base

**12x**  
Frequency

**1974**  
Year Established



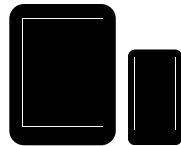
## DIGITAL

**223,000+**  
Page Views per  
Month

**52,000+**  
Unique Visitors  
per Month

**16,000**  
Editorial  
eNewsletter  
Subscribers

**45,000**  
Custom Email  
Subscribers



## MOBILE

**1 in 10**  
Web Visitors Access  
our Site on a Mobile  
Device

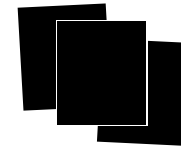
**All 12**  
Issues are Available  
on Both the iPad (via  
the App Store), the  
Nook and the  
Kindle Fire



## VIDEO

**480,000+**  
Minutes Played  
Annually

**150+**  
Videos Hosted



## CUSTOM CONTENT

**60**  
Custom  
Publications  
Produced Since  
2007

**327,000**  
Number of  
Copies Printed



## EVENTS

**24**  
Number of U.S  
Sailboat Show  
Seminars Per Year

**3,600**  
U.S. Sailboat  
Show Seminar  
Attendance  
Per Year



## Audience

**92%/8%**

Male/Female

**56**

Average Age

**93%**

College Educated

**\$227,000**

Average Household Income

**\$1,905,000**

Average Household  
Net Worth

**22 Years**

Average Years Sailing

**81%**

Currently Own a Boat

**2.9**

Average Number of  
Boats Owned

**309,143**

Total Boats Owned by  
*Cruising World* Readers

**82**

Percent of Boat Owners Who  
Own Auxiliary Sailboats

**30%**

Plan to Charter in the  
Next 2 Years

**84%**

Read 4 out of 4 Issues

**1.7 Hours**

Average Time Spent  
with Magazine

**92%**

Believe *Cruising World*  
Is a Must-Read for  
Serious Cruisers

Source: 2008 CW Subscriber Study by Ipsos Mendelsohn Research