

# SAILING WORLD

➔ 2012 Media Guide



# BONNIER

**SAILING 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

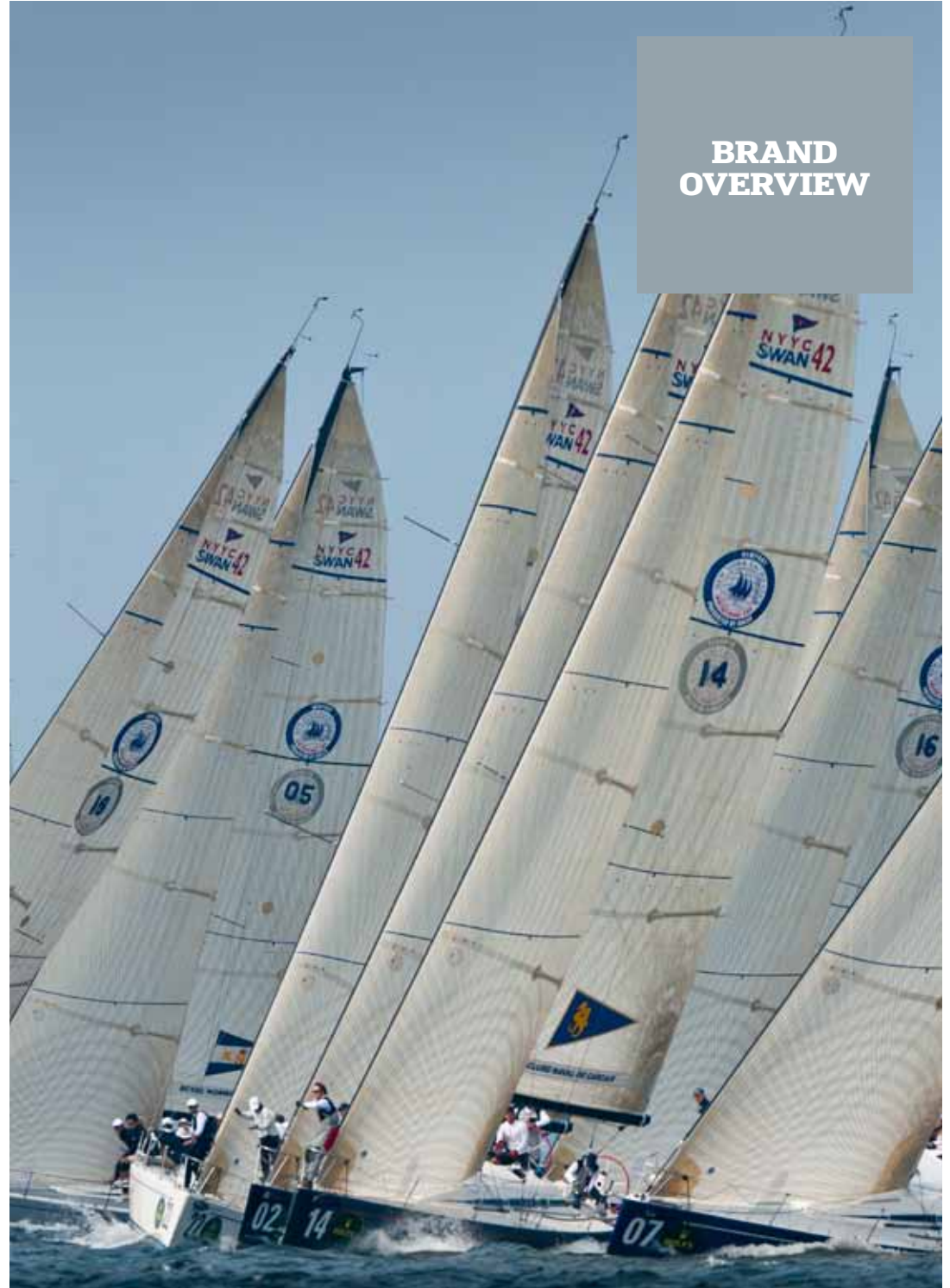
**175**  
Companies in  
21 Countries

**\$5B**  
Annual  
Revenue

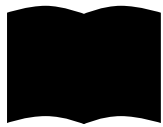
**2011**  
Publishing  
Innovator of  
the Year\*

# Performance. Authority. Experts.

*Sailing World* magazine is the authority on performance sailing, delivering multi-media content to inform, entertain, and engage the passionate racing sailor.



# SAILING WORLD



## MAGAZINE

**40,000**

Rate Base

**9x**

Frequency

**1962**

Year  
Established



## DIGITAL

**203,000+**

Page Views per  
Month

**48,000+**

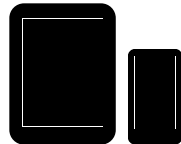
Unique Visitors  
per Month

**12,000**

Editorial  
Newsletter  
Subscribers

**20,000**

Custom Email  
Subscribers



## MOBILE

**1 in 10**

Web Visitors  
Access our Site on  
a Mobile Device

**All 9**

Issues are Available  
on: the iPad (via  
the App Store),  
the Nook and the  
Kindle Fire



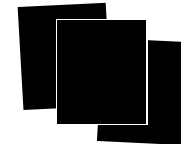
## VIDEO

**360,000+**

Minutes Played  
Annually

**200+**

Videos Hosted



## CUSTOM CONTENT

**60**

Custom  
Publications  
Produced Since  
2007

**750,000+**

Number  
of Sailors  
Reached

**327,000**

Number of  
Copies Printed



## EVENTS

**8**

NOOD Regattas  
Per Year

**42,000,000**

Media  
Impressions

**10,000**

Number of  
Sailors Attended

# Meet the Team

*Sailing World* aims to be the most-read magazine for those interested in sailing fast and sailing to win. It employs dynamic storytelling through words and images to deliver expert instruction and engaging useful advice on boats and equipment.



➤ **David Reed**  
**EDITOR IN CHIEF**  
dave.reed@sailingworld.com

Leading *Sailing World's* team of editors and at-large contributors, Dave keeps his finger on the pulse of competitive sailing and its many facets. A native of Newport, R.I., Dave joined the staff as an associate editor in 1993. Since then, he's been shaping *Sailing World's* respected editorial voice and maintaining its status as the magazine of choice for all racing sailors. He is an avid dinghy and keelboat racer with a wealth of experience in inshore and offshore racing.



➤ **Stuart Streuli**  
**SENIOR EDITOR**  
stuart.streuli@sailingworld.com

Stuart joined *Sailing World* as an associate editor in August 1999. During his tenure at *SW*, he's covered Olympic regattas in Australia, Greece, and China, America's Cup competitions in New Zealand and Spain, and countless other events both in the United States and abroad. He's an enthusiastic racing sailor, having competed in and won numerous regional, national, and world-championship regattas. As a pioneer in electronic media, he oversees the development of *SW's* audio and video content.



➤ **Michael Lovett**  
**ASSOCIATE EDITOR**  
michael.lovett@sailingworld.com

Lovett oversees *SW's* rapidly expanding web and electronic offerings. As a native of Cleveland, Ohio, Lovett built his passion for the sport through racing centerboard dinghies with his family. As a freelance writer and Internet entrepreneur, he joined the editorial team as web editor for *Sailing World* and *Cruising World* in 2006, before joining the *SW* staff full-time in 2008. Now based out of *SW's* midwestern editorial office, he competes in events throughout the Great Lakes.



➤ **Gary Jobson**  
**EDITOR-AT-LARGE**

Gary Jobson is a world-class sailor, television commentator, and author based in Annapolis, Md. Gary has authored 17 sailing books and has produced award-winning documentaries with his production company, Jobson Sailing. He is a three-time collegiate All-American and two-time College Sailor of the Year. As a tactician alongside Ted Turner, he won the America's Cup in 1977 and has won titles in many one-design classes. In 2011, he was inducted into the National Sailing Hall of Fame.



## Audience

**93%/7%**  
Male/Female

**54**  
Average Age

**96%**  
College Educated

**\$282,000**  
Average Household Income

**\$2,006,000**  
Average Household Net Worth

**61%** of Readers are  
Professional/Managerial, and  
**28%** have C-Titles

**25**  
Average Years Sailing

**89%**  
Currently Own a Boat

**3.2**  
Average Number of  
Boats Owned

**114,669**  
Total Boats Owned by *Sailing  
World* Readers

**63%**  
Boat Owners Who Own  
Auxiliary Sailboats

**47%**  
Plan to Charter in the  
Next 2 Years

**84%**  
Read 4 out of 4 Issues

**2.1 Hours**  
Average Time Spent with  
Magazine

**90%**  
Believe *Sailing World* Is a  
Must-Read for Serious Sailors