

# 2012 Display Specs

## AD SPECIFICATIONS

Ad Sizes	Width	Height
Trim-size of publications are 8" x 10 3/4"		
SPREAD*	15 1/8"	10"
FULL PAGE	7"	10"
2/3 PAGE	4 5/8"	10"
1/2 PAGE (HORIZONTAL)	7"	4 7/8"
1/2 PAGE (ISLAND)	4 5/8"	7 1/2"
1/2 PAGE (VERTICAL)	3 5/16"	10"
1/3 PAGE (VERTICAL)	2 1/4 "	10"
1/3 PAGE (SQUARE)	4 5/8"	4 7/8"
1/4 PAGE (SQUARE)	3 5/16"	4 7/8"
BLEED SPREAD*	16 1/4"	11"
*Trims to 16" x 10 3/4"	Live Area 15 1/2" x 10 1/4"	
FULL PAGE	8 1/4"	11"
1/2 PAGE (HORIZONTAL)	8 1/4"	5 1/2"
1/2 PAGE (VERTICAL)	4"	11"
JUNIOR SPREAD	16 1/4"	5 1/2"

*Cruising World*: Printed web offset, perfect bound, Jog to Foot.

## AD CLOSE DATES

	Space Close Date	Material Due	Subscriber Copies In Mail	Newsstand On Sale	Digital On Sale
<b>JAN</b>	11/07/11	11/08/11	12/13/11	12/27/11	12/17/11
<b>FEB</b>	12/05/11	12/08/11	01/10/12	01/24/12	01/14/12
<b>MAR</b>	01/05/12	01/06/12	02/07/12	02/21/12	02/11/12
<b>APR</b>	02/06/12	02/08/12	03/06/12	03/20/12	03/10/12
<b>MAY</b>	03/05/12	03/07/12	04/03/12	04/17/12	04/07/12
<b>JUNE</b>	04/05/12	04/09/12	05/08/12	05/22/12	05/12/12
<b>JULY</b>	05/07/12	05/09/12	06/05/12	06/19/12	06/09/12
<b>AUG</b>	06/05/12	06/06/12	07/10/12	07/24/12	07/14/12
<b>SEPT</b>	07/05/12	07/06/12	08/07/12	08/21/12	08/11/12
<b>OCT</b>	08/06/12	08/08/12	09/11/12	09/25/12	09/15/12
<b>NOV</b>	09/05/12	09/06/12	10/09/12	10/23/12	10/12/12
<b>DEC</b>	10/05/12	10/09/12	11/06/12	11/20/12	11/10/12

\*Please supply spread files as a single spread document and allow 1/8" safety on each side of the gutter. All marks should be offset at least .125" from trim. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.



**FREQUENCY** 12x

**RATES EFFECTIVE**

JANUARY 2012

**RATE BASE** 120,000

**READER FACTS**

- **92%/8%** Male/Female
- **56** Average Age
- **93%** College Educated
- **\$227,000** Average Household Income
- **\$1,905,000** Average Household Net Worth
- **81%** Currently Own a Boat
- **2.9** Average Number of Boats Owned
- **92%** Believe *Cruising World* is a Must-Read for Serious Sailors

Source: 2008 CW Subscriber Study by Ipsos Mendelsohn Research

1. Rates on this card are effective until superceded and are stated in U.S. Dollars. 2. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. 3. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index. 4. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate. Advertiser and Agency agree to pay for incomplete contracts at the shortage rate. 5. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency. Publisher is not responsible for loss or damage of any advertising materials. 6. Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is granted, in writing, by the Publisher. 7. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner. 8. Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due. 9. Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof constitutes a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. 10. Until credit is approved, Advertisements are run on a prepaid basis only. After approval, credit terms are Net 30 days.

**DIGITAL AD REQUIREMENTS:**

Supplied materials that do not comply with the following specifications will be corrected and the advertiser will be billed for the required production.

**AD SIZES:** All ads must be created to exact size specifications listed on the rate card or will incur charges for resizing. On bleed ads use trim size as your document size. No live matter within 1/4" of gutter or trim on full page or spread ads.

**REQUIRED FORMAT:** PDF/X-1a format is the required file format for submission. When preparing PDF/X-1a files, careful attention must be paid to ensure they are properly created and will reproduce correctly. Please see <http://www.adobe.com/products/acrobat/standards.html> for guidelines and instructions. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at [www.swop.org](http://www.swop.org).

**PROOFS:** For full page and spread ads, advertisers MUST submit a contract-level digital proof at full size that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. Proofs are required regardless of file delivery mode. If contract proof is not supplied, we will generate an Epson proof, and additional charges may apply. The publisher and printer will not accept responsibility when contract proofs are not submitted.

**MEDIA TRANSFER:** CD-ROM, DVD

**ELECTRONIC TRANSMISSIONS:**

Ad files can be delivered via our Ad Portal at [adportal.bonniercorp.com](http://adportal.bonniercorp.com). For ads supplied electronically, advertiser must supply an additional content proofing file (jpg or tiff). If one is not supplied, a confirmation PDF proof will be sent to advertiser for approval and an Epson proof will be made for full page ads and spreads, and additional charges may apply. We do not accept ads via e-mail. Electronic files are stored for one year only, unless otherwise requested in writing.

**INSERTS:** Consult your advertising representative. Production, design and prepress services are available; rates upon request.

**MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES:**

**PHOTOS:** Color scans must be 300 dpi in CMYK. B/W scans must be 300 dpi grayscale.

**LOGOS:** Vector .eps or .ai files are preferred. Type should be converted to outlines unless the fonts are provided. Jpgs must be 300 dpi.

If you are supplying native files for us to work with, they must be accompanied by the fonts used in those files. Black type on light background should be defined as 100% black ONLY. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

**SHIPPING INSTRUCTIONS**

**SEND ALL ADVERTISING MATERIALS TO:**

*Cruising World*  
Attn: Lindsey Merriam  
55 Hammarlund Way Tech 2  
Middletown, RI 02842  
401-845-4424

**AD SIZES:**

