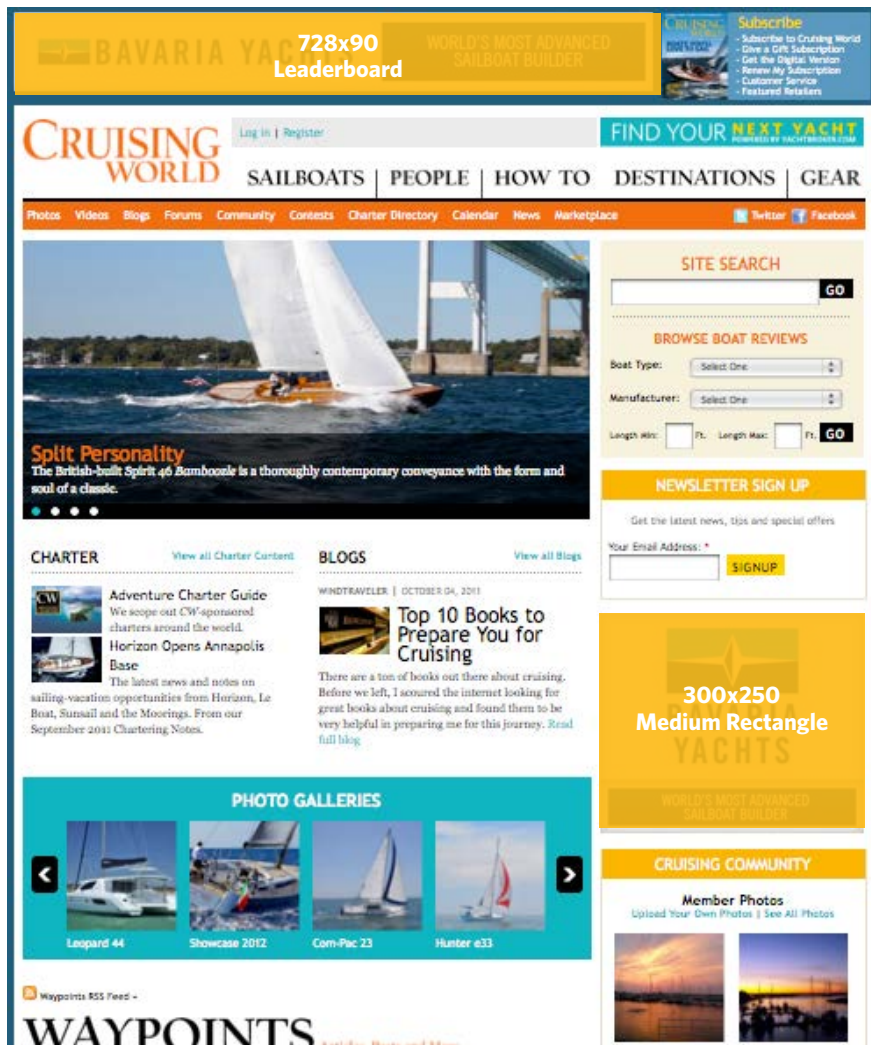


DIGITAL



cruisingworld.com

Brands that advertise on cruisingworld.com access a passionate audience of sailors who are dedicated to exploring the world's coastlines and oceans while cruising under sail. Through creative ad solutions that offer engagement beyond the simple click-through, *Cruising World* can deliver this audience to advertisers for increased brand awareness, increased bookings, or qualified leads.

223,000+
Monthly Page Views

52,000+
Monthly Unique Visitors

6,400
Facebook Fans

Source: Omniture 2011

Ad Units

728x90	\$20 CPM (top)
300x250	\$25 CPM (top)
300x250	\$22.50 CPM (bottom)
728 x 90	\$17 CPM (bottom)
Home Page	
Roadblock	\$1,000 (per week)
Home page	
Prestitial	\$100 CPM

*Custom opportunities available

DIGITAL



Editorial eNewsletter

Cruising World delivers cruising news, tips and how-to information to over 19,000 subscribers on a weekly basis. Leverage 728x90, 300x250 and custom placements to deliver your message to some of our most loyal readers. Special editions and themed eNewsletters are available upon request.

Ad Units

728x90 or 300 x 250 (top)	\$560 per email
728x90 or 300 x 250 (bottom)	\$560 per email
Product Promotion	\$560 per email
Text Link	\$240 per email

16,000

Editorial eNewsletter Subscribers

Source: 2012 Email Rate Base



Custom Email

Cruising World offers advertisers exclusive access to over 45,000 affluent, cruising sailors. Promote special offers, exclusive events, product launches and more with one of *Cruising World's* most powerful marketing solutions. Deliver your custom message to an audience with 100% share-of-voice and direct click-through to your website.

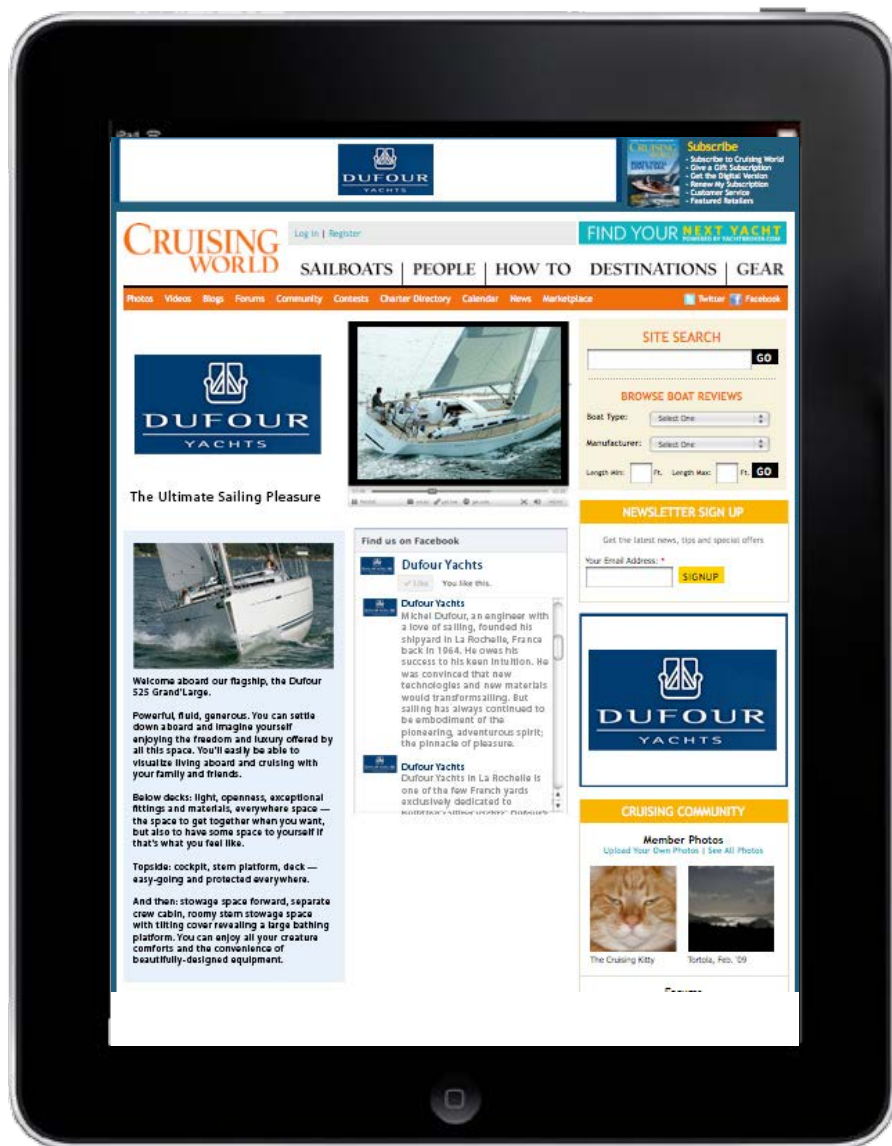
Net Rate

Custom Email \$6,750 per email

45,000

Custom Email Subscribers

Source: Silverpop Engage 2011



Brand Channel

Cruising World offers a turnkey custom content brand channel program designed to enhance brand recognition and develop qualifying leads.

Program Includes:

- Custom brand channel on cruisingworld.com
- Dedicated video player
- Brand block of all ad positions
- Relevant articles from *Cruising World*
- Dedicated button throughout cruisingworld.com on the right-hand side linking to the brand channel
- Brand channel logo will be featured in the main menu drop down list

Net Rate

\$12,000 (1 Year)