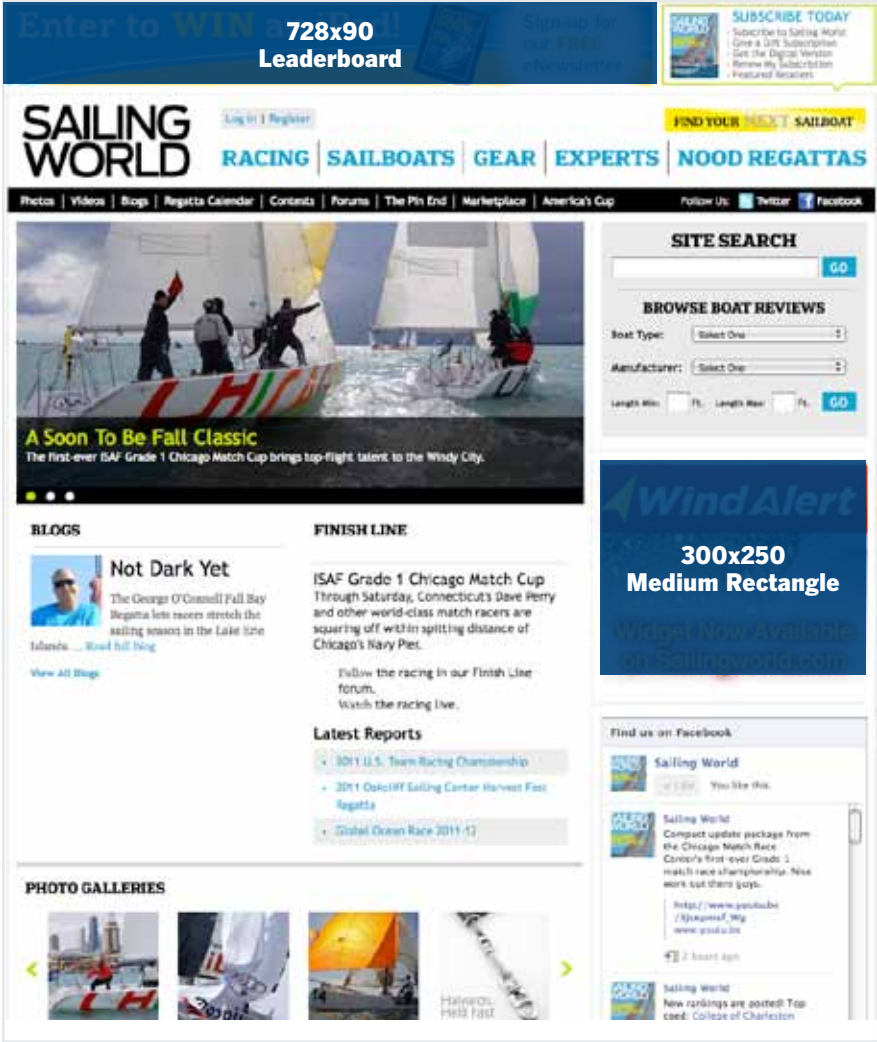


DIGITAL



sailingworld.com

Brands that advertise on sailingworld.com access a passionate audience of active, affluent influencers who love to race sailboats. Through creative ad solutions that offer engagement beyond the simple click-through, *Sailing World* can deliver this audience to advertisers for increased brand awareness, increased bookings, and qualified leads.

202,000+
Monthly Page Views

48,000+
Monthly Unique Visitors

4,500+
Facebook Fans

Source: Omniture 2011

Ad Units

728x90	\$20 CPM (top)
300x250	\$25 CPM (top)
300x250	\$22.50 CPM (bottom)
728x90	\$17 CPM (bottom)
Editorial Channel	
Sponsorship	\$2,000 (Per Month)
Site Roadblock	\$35 CPM (Runs for 1 week)
Out of Page	
Interstitial	\$100 CPM

*Custom Opportunities Available

DIGITAL



Editorial eNewsletter

Sailing World delivers tips from the experts and racing updates to over 12,000 subscribers on a bi-weekly basis. Leverage 728x90, 300x250 and custom placements to deliver your message to our most loyal audience. Special editions and themed eNewsletters are available upon request.

Ad Units

728 x 90 / 300 x 250 (top)	\$750 per email
728 x 90 / 300 x 250 (bottom)	\$500 per email
Product / Promotion	\$750 per email
Text Link	\$500 per email

12,000

Editorial eNewsletter Subscribers

Source: Silverpop Engage 2011

DIGITAL



Custom Email

Sailing World offers advertisers exclusive access to over 20,000 affluent racing sailors. Promote special offers, exclusive events, product launches, and more with one of *Sailing 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 \$150 CPM

20,000

Custom Email Subscribers

Source: Silverpop Engage 2011

Brand Channel

Sailing World offers a turnkey custom brand channel program designed to deliver an immersive brand experience, enhance brand recognition, and develop qualifying leads.

Program Promotion Includes:

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

Net Rate

\$12,000 (1 Year)

