

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

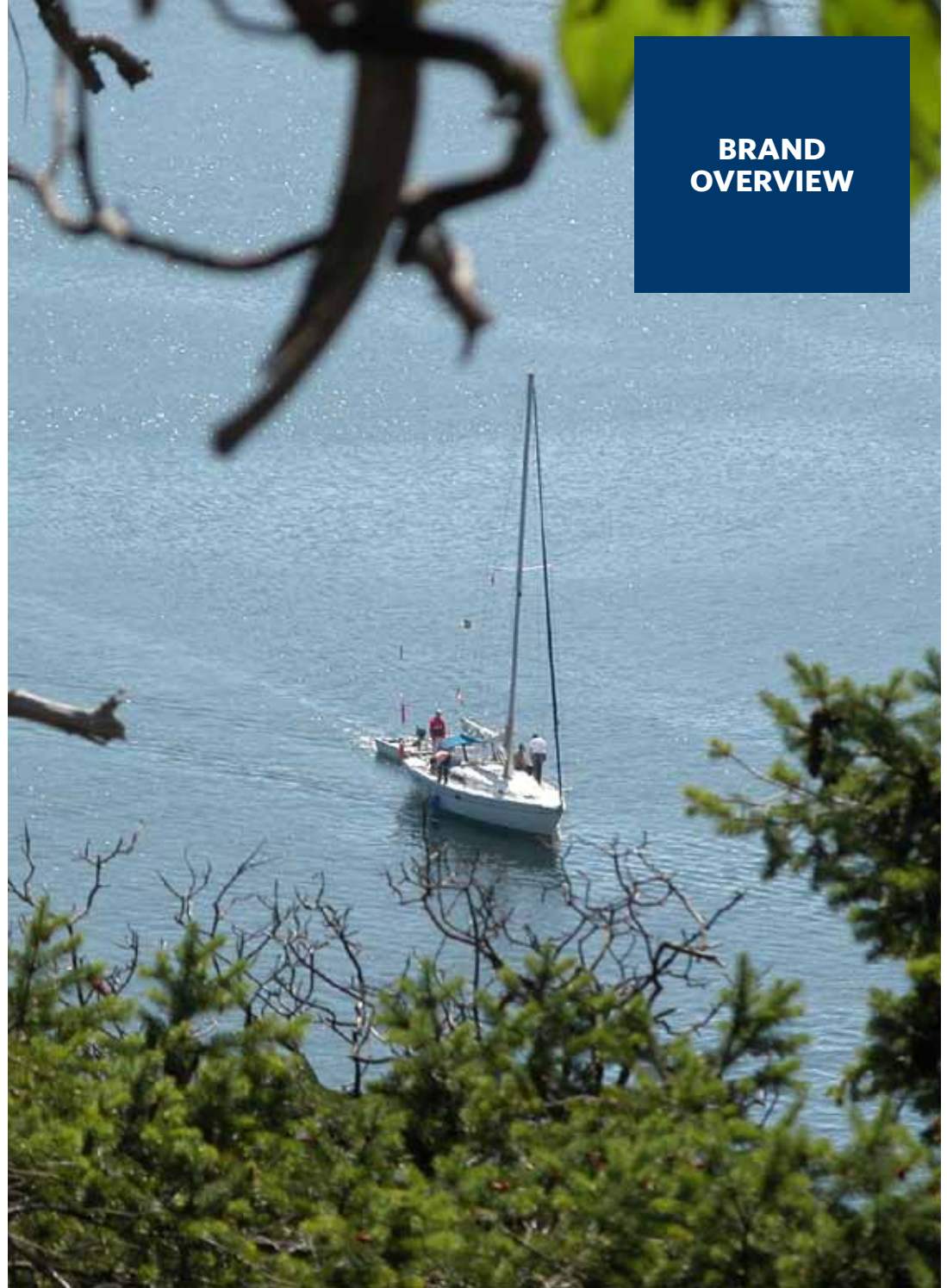
\$5B
Annual
Revenue

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

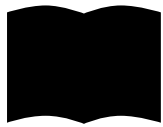
John grew up in Seattle. He has a B.A. in English from the University of Washington and an M.A. in English from Brown. A nationally ranked masters squash player, he's also the squash coach at Bryant University. He windsurfs, sails a Laser, and races and cruises a J/24 on Narragansett Bay.



➤ **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



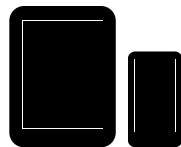
DIGITAL

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

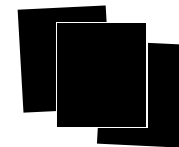
All 12
Issues are Available
on Both the iPad (via
the App Store), the
Nook and the
Kindle Fire



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



The Magazine

Cruising World is the clear choice for sailors with a passion for the cruising life. For these readers, what matters is the stories and techniques of cruising under sail. Our mission is to deliver the information and passion they need to leave the dock - and to entertain them along the way.

120,000

Rate Base

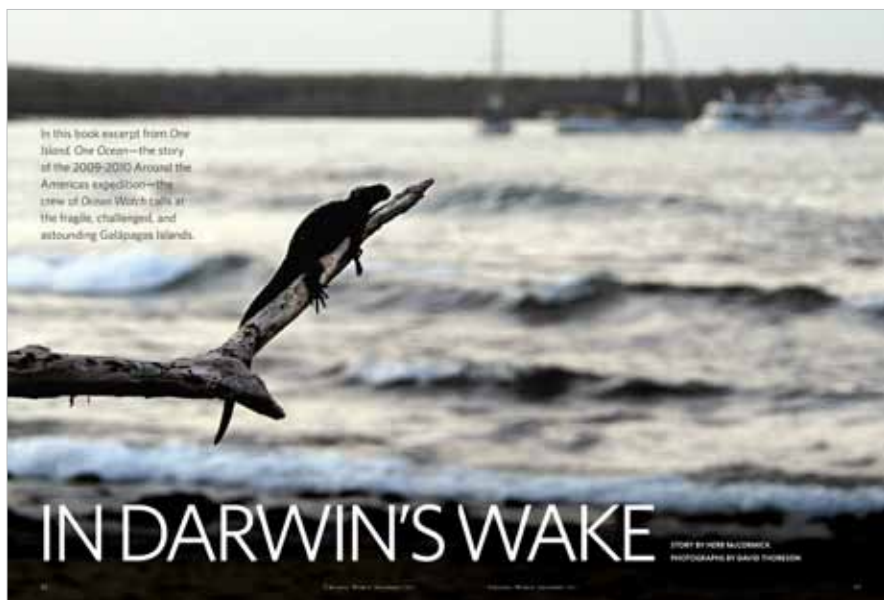
12x

Frequency

1974

Year Established

Source: *Cruising World* June 2011
ABC Statement



Editorial Departments

➤ Shoreline

Looking for news from faraway ports? A good book? Neat gear? A good sailing festival? Chances are you'll find it in Shoreline. Every month, CW contributors deliver interesting first-person accounts and tidbits about people, places, and things of interest to sailors all over the world. Think of Shoreline's bounty as the stories you'd hear if you were gathered at a local watering hole with all your favorite sailors.

➤ The Sailing Life

If you're a sailor, you know there's more to your boating lifestyle than gear, gadgets, and charts. The Sailing Life touches upon all the things you do on your boat, from the people you meet to the food you enjoy to the little things you do to pamper yourself while you're on board.

➤ Features

Readers love *Cruising World* and keep coming back year after year because we bring them stories by the best marine writers and adventurers on our watery planet. In every monthly issue we present voyaging stories and photos that inspire, educate, entertain, and just plain make you want to go sailing.

➤ Hands-On Sailor

Cruisers are naturally inquisitive tinkerers, and in Hands-On Sailor they can find expert advice for tackling a project, planning a voyage, or plotting a course. Stories are written by industry experts and experienced sailors who enjoy sharing the knowledge they've learned on the water.

➤ CW Columns

CW's award-winning columnists and their columns include Cap'n Fatty Goodlander and On Watch; Ben Zartman, the Backyard Warrior; Ben Ellison, with his Electronics reviews; and Wendy Mitman Clarke, who concludes each issue with *Osprey's Flight*.

➤ Reviews

In search of a new boat, an old boat, or a good piece of gear? Each month, *Cruising World* editors go sailing to see what works, then report back to our readers on what they've found.

2012 Editorial Calendar

MAGAZINE

JANUARY

CHICAGO BOAT SHOW ISSUE

Boat of the Year Issue,
Favorite Harbors, Alaska

Ad Close.....11/07/11
Material Due.....11/08/11
Subscriber Copies In Mail.....12/13/11
Newsstand On Sale.....12/27/11
Digital On Sale12/17/11

FEBRUARY

MIAMI BOAT SHOW ISSUE

Winter Projects and New Electronics,
National Parks

Ad Close.....12/05/11
Material Due.....12/08/11
Subscriber Copies In Mail.....01/10/12
Newsstand On Sale.....01/24/12
Digital On Sale01/14/12

MARCH

SUMMER CHARTERS AND DESTINATIONS

Florida Panhandle

Ad Close.....01/05/12
Material Due.....01/06/12
Subscriber Copies In Mail.....02/07/12
Newsstand On Sale.....02/21/12
Digital On Sale02/11/12

APRIL

OAKLAND BOAT SHOW ISSUE

Fitting Out, West Across the Caribbean

Ad Close.....02/06/12
Material Due.....02/08/12
Subscriber Copies In Mail.....03/06/12
Newsstand On Sale.....03/20/12
Digital On Sale03/10/12

MAY

LET'S GO SAILING AND SMALL BOAT ADVENTURES

Electronics

Ad Close.....03/05/12
Material Due.....03/07/12
Subscriber Copies In Mail.....04/03/12
Newsstand On Sale.....04/17/12
Digital On Sale04/07/12

JUNE

ANNUAL MULTIHULL SPECIAL

Chris White Cats

Ad Close.....04/05/12
Material Due.....04/09/12
Subscriber Copies In Mail.....05/08/12
Newsstand On Sale.....05/22/12
Digital On Sale05/12/12

JULY

FAVORITE HARBORS

Essential Electronics, Lake Superior

Ad Close.....05/07/12
Material Due.....05/09/12
Subscriber Copies In Mail.....06/05/12
Newsstand On Sale.....06/19/12
Digital On Sale06/09/12

AUGUST

ANNUAL CHARTER ISSUE

Bare Boat Charters, South From
Alaska to Seattle

Ad Close.....06/05/12
Material Due.....06/06/12
Subscriber Copies In Mail.....07/10/12
Newsstand On Sale.....07/24/12
Digital On Sale07/14/12

SEPTEMBER

NEWPORT BOAT SHOW ISSUE

Sail South

Ad Close.....07/05/12
Material Due.....07/06/12
Subscriber Copies In Mail.....08/07/12
Newsstand On Sale.....08/21/12
Digital On Sale.....08/11/12

OCTOBER

ANNAPOLIS BOAT SHOW ISSUE

New Boats, Hawaii and Beyond

Ad Close.....08/06/12
Material Due.....08/08/12
Subscriber Copies In Mail.....09/11/12
Newsstand On Sale.....09/25/12
Digital On Sale.....09/15/12

NOVEMBER

ANNUAL SAFETY AT SEA ISSUE

New Rules For Sailing Around The World

Ad Close.....09/05/12
Material Due.....09/06/12
Subscriber Copies In Mail.....10/09/12
Newsstand On Sale.....10/23/12
Digital On Sale10/12/12

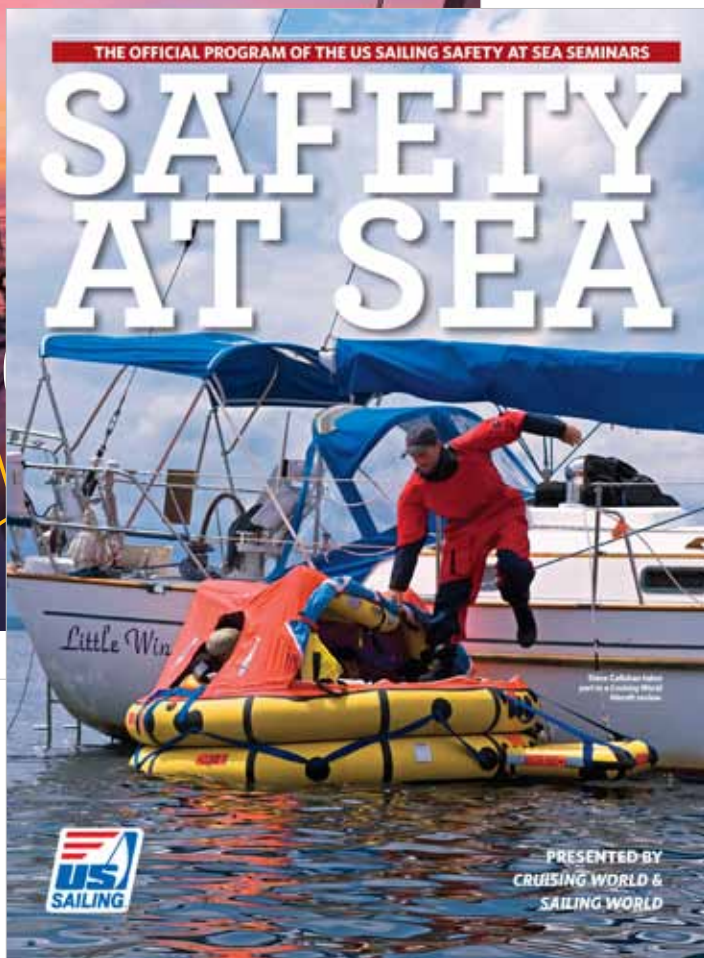
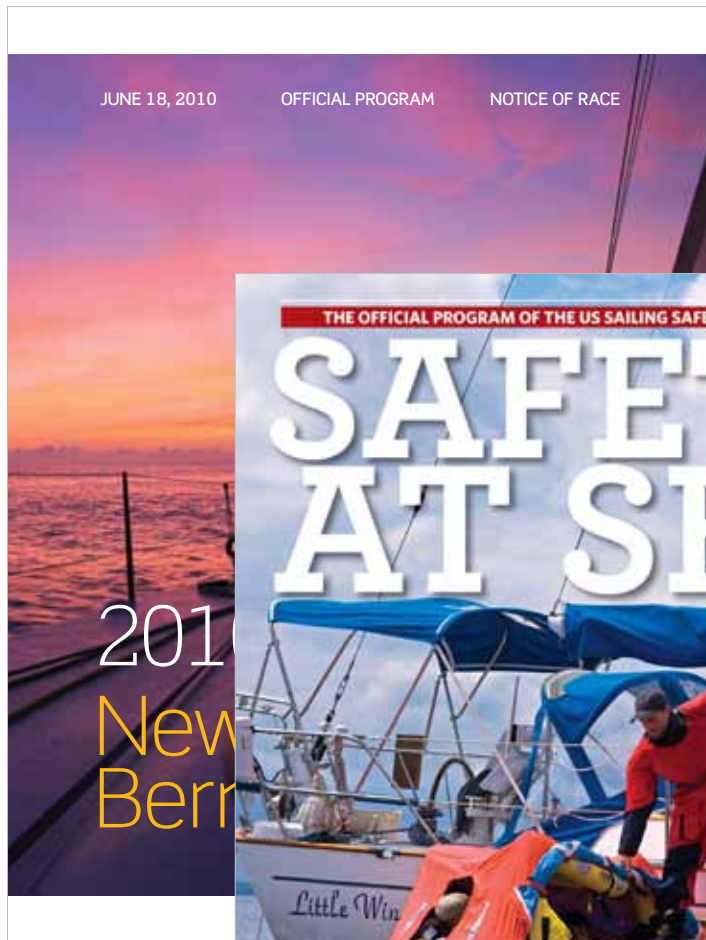
DECEMBER

SAIL GREEN ISSUE

Crewed Charters, Winter Escapes,
Six Great Cruisers

Ad Close.....10/05/12
Material Due.....10/09/12
Subscriber Copies In Mail.....11/06/12
Newsstand On Sale.....11/20/12
Digital On Sale11/10/12





Custom Publishing

Cruising World provides our partners the opportunity to significantly expand their reach through unique creative publishing executions of content.

PAST CUSTOM PUBLICATIONS INCLUDE:

- Newport to Bermuda Race Program
- Safety-At-Sea Program
- Cruisers University Program
- 2011 Transatlantic Race Program

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

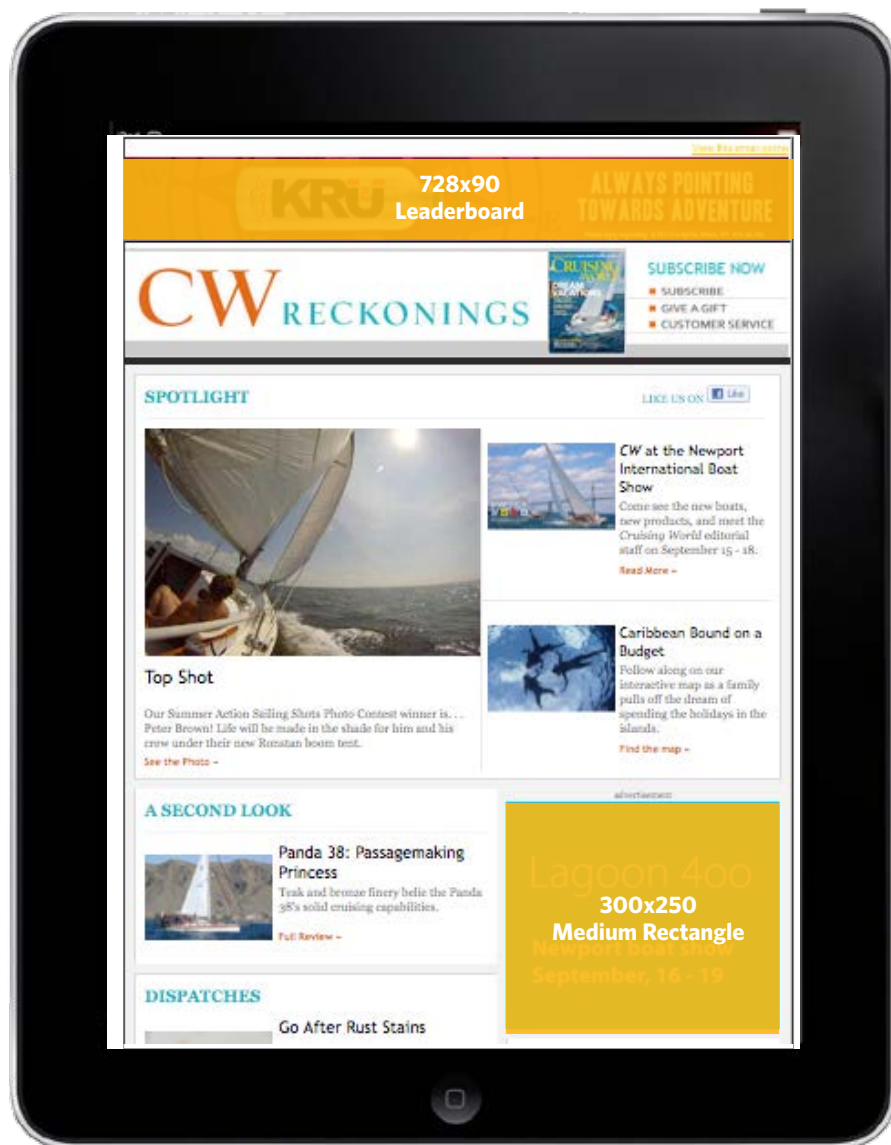
Source: Omniture 2011

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

DIGITAL



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

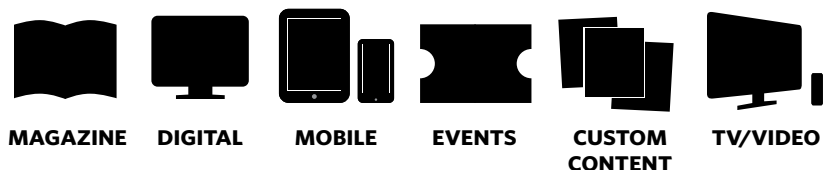
\$12,000 (1 Year)

CUSTOM

BONNIER CREATIVE SOLUTIONS

BONNIER offers expert cross-platform marketing solutions to build brand equity and connect partners to their ideal target audiences. We combine the authoritative power of our 50+ enthusiast brands with an array of capabilities to provide rich experiences to our audience of influential, engaged consumers. Leverage your brand on our multiple platforms and connect with the largest audience of passionate enthusiasts in the world.

MULTI-MEDIA PLATFORMS



CAPABILITIES:

- Blogs
- Branded Premiums
- CONTESTS/ SWEEPSTAKES**
- Content Licensing
- Contextual Ad Units
- Copywriting
- Crowd Sourcing
- CUSTOM CONTENT BRAND CHANNEL**
- DEDICATED EMAILS**
- DIGITAL PUBLICATIONS**
- eCards
- EDITORIAL INTEGRATION**
- NEWSLETTERS**
- Enhanced Print Assets
- Enhanced Brand Placement
- Loyalty Programs
- EXPERIENTIAL MARKETING**
- FACEBOOK INTEGRATION**
- Send to a Friend
- Flash Ad Units
- HOMEPAGE TAKEOVERS**
- In-Banner Videos
- INTEGRATED (PRINT+ ONLINE)**
- iPhone Apps + Games
- iPad Apps + Games
- Media Roadblocks
- Partnerships
- Photo Galleries
- Professional Photography
- PODCASTS**
- POLLS/QUIZZES/ TRIVIA**
- Prize Sourcing
- CUSTOM PUBLISHING**
- RSS Feeds
- SEO
- Slideshows
- SMS/MMS Alerts
- Super Rich Media Ad Units
- Talent Sourcing
- Twitter Programs
- USER GENERATED CONTENT**
- Video Contests
- VIDEO + T.V. PRODUCTION**
- Viral Videos
- Virtual Tours/Experiences
- Wallpapers + Skins
- Webisodes and Mobisodes
- Widgets

*Items specifically suggested for *Cruising World* partners are **highlighted.**

CONTACT

For more information, please contact:

SALLY HELME, Publisher
401.845.4405 | sally.helme@bonniercorp.com

TED RUEGG, Ad Director
Mid-Atlantic & Southern Europe
410.263.2484 | ted.ruegg@bonniercorp.com

MICHAEL TAMULAITES, New England & Northern Europe
401.845.4446 | michael.tamulaites@bonniercorp.com

JAN PETERSON, Southeast & Caribbean
252.728.7884 | jan.peterson@bonniercorp.com

DAVID GILLESPIE, Central US & Eastern Canada
303.973.8636 | david.gillespie@bonniercorp.com

CLAUDETTE CHAISSON, West Coast & Pacific Rim
760.943.6681 | claudette.chaisson@bonniercorp.com

MICHELLE ROCHE, Classified & Special Sections
401.845.4440 | michelle.roche@bonniercorp.com

