

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

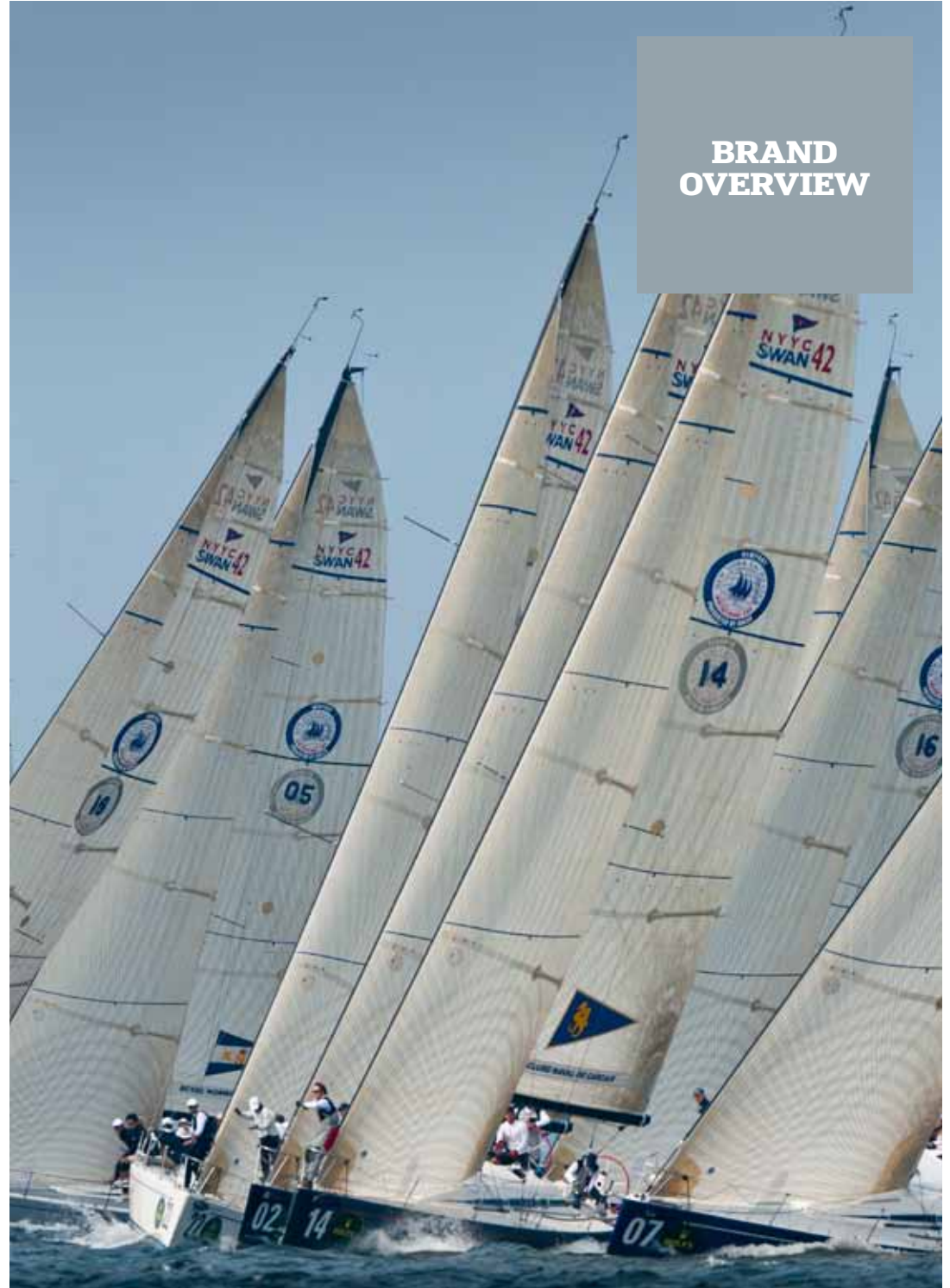
175
Companies in
21 Countries

\$5B
Annual
Revenue

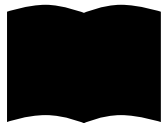
2011
Publishing
Innovator of
the Year*

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

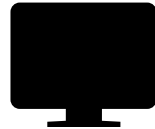
Rate Base

9x

Frequency

1962

Year
Established



DIGITAL

203,000+

Page Views per
Month

48,000+

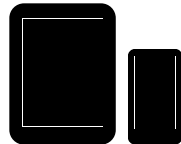
Unique Visitors
per Month

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



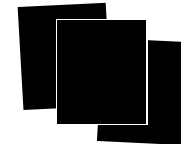
VIDEO

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



The Magazine

Sailing World is the media brand of choice for the sailor who enjoys competitive and performance sailing. For these readers, what matters is the technology and techniques of speed under sail. Our mission is both to deliver the information and expertise that they need to excel and to entertain them.

➔ Celebrating 50 Years

Sailing World magazine, the oldest sailing publication in the United States, began in 1962 as *One-Design Yachtsman*, with a tagline that read "The Magazine of Sailboat Racing." As the boats and the technology behind the sails and equipment has evolved, so, too, has the medium: *Sailing World* is now delivered to readers worldwide in both print and digital format, and readers connect with the editorial team through sailingworld.com and social-media outlets.

40,000

Rate Base

1962

Year Established

9x

Frequency

Source: *Sailing World* June 2011 ABC Statement

2012 Editorial Calendar

MAGAZINE

JANUARY/FEBRUARY

BOAT OF THE YEAR ISSUE

Chicago Boat Show Issue

Ad Close11/14/11
Material Due11/16/11
Subscriber Copies In Mail.....12/20/11
Newsstand On Sale.....01/03/12
Digital On Sale.....12/24/11

MARCH

THE INTERVIEW ISSUE

Olympic Trials Wrap-up, J/105 Class at 20 Years

Ad Close.....01/11/12
Material Due.....01/13/12
Subscriber Copies In Mail.....02/14/12
Newsstand On Sale.....02/28/12
Digital On Sale.....02/18/12

APRIL

COLLEGE SAILING ISSUE

Key West Race Week

Ad Close.....02/08/12
Material Due.....02/10/12
Subscriber Copies In Mail.....03/13/12
Newsstand On Sale.....03/27/12
Digital On Sale.....03/17/12

MAY

OFFSHORE RACING

Volvo Ocean Race

Ad Close.....03/07/12
Material Due.....03/09/12
Subscriber Copies In Mail.....04/10/12
Newsstand On Sale.....04/24/12
Digital On Sale.....04/14/12

JUNE

RACING ON A BUDGET

How-To Weather Hoists, Grass-Roots Regattas

Ad Close.....04/11/12
Material Due.....04/13/12
Subscriber Copies In Mail.....05/15/12
Newsstand On Sale.....05/29/12
Digital On Sale.....05/19/12

JULY/AUGUST

OFFICIAL OLYMPIC PROGRAM

Best Double-Handed Dinghy, Four Best Dinghy Regattas

Ad Close.....05/09/12
Material Due.....05/11/12
Subscriber Copies In Mail.....06/12/12
Newsstand On Sale.....06/26/12
Digital On Sale.....06/16/12

SEPTEMBER

NEWPORT SHOW ISSUE

Electronics, Olympics, Volvo Ocean Race

Ad Close.....07/11/12
Material Due.....07/13/12
Subscriber Copies In Mail.....08/14/12
Newsstand On Sale.....08/28/12
Digital On Sale.....08/18/12

OCTOBER

50th ANNIVERSARY ISSUE

Annapolis Boat Show Issue

Ad Close.....08/15/12
Material Due.....08/17/12
Subscriber Copies In Mail.....09/18/12
Newsstand On Sale.....10/02/12
Digital On Sale.....09/22/12

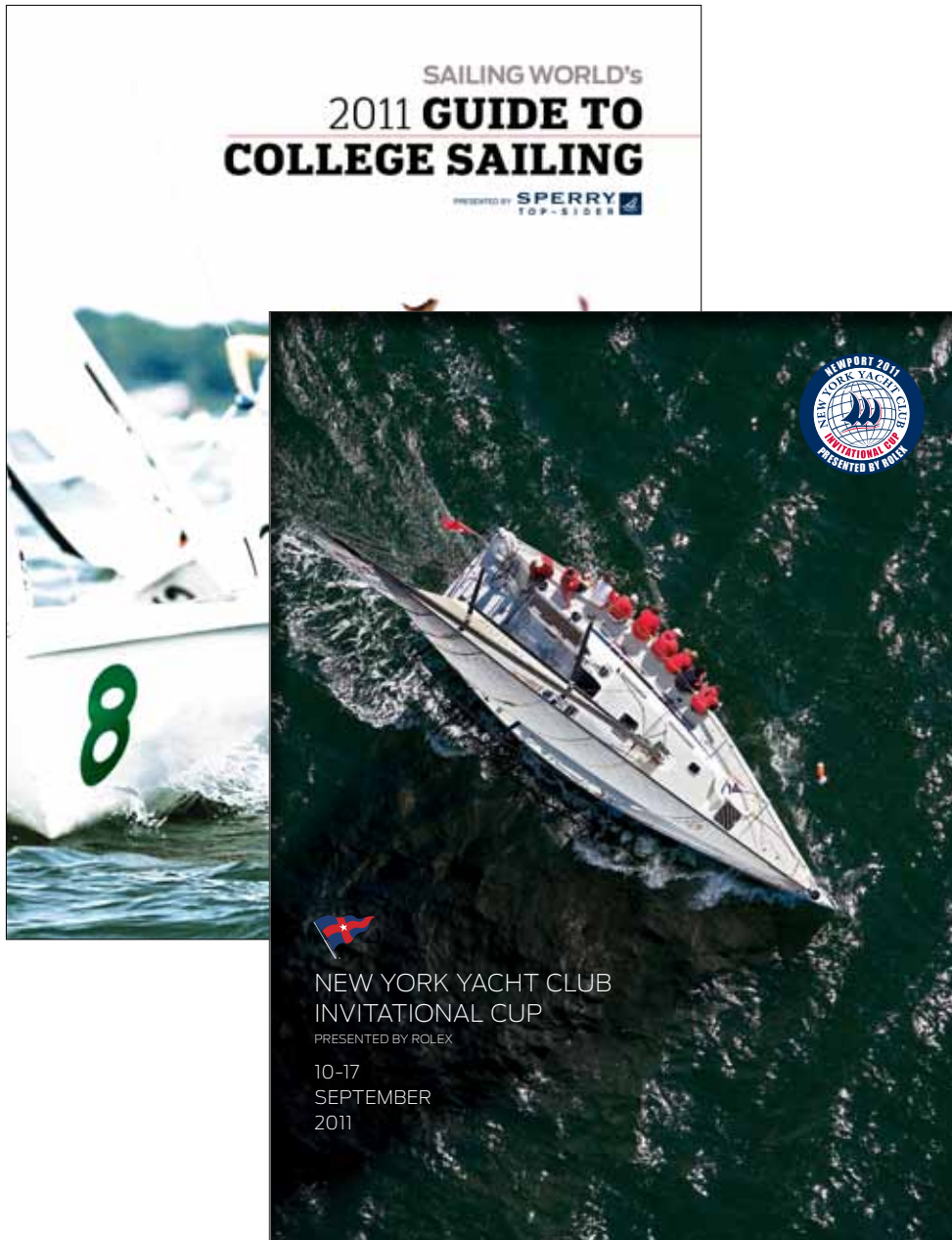
NOVEMBER/DECEMBER

THE FUTURE OF SAILING

Olympic Games Going Forward

Ad Close.....09/12/12
Material Due.....09/14/12
Subscriber Copies In Mail.....10/16/12
Newsstand On Sale.....10/30/12
Digital On Sale.....10/20/12





Custom Publishing

Sailing World provides our partners with the opportunity to significantly expand their reach through unique publishing executions of custom content. Custom publishing opportunities include: inserts, blow ins, polybagged onserts, reprints, gatefolds, tear outs and booklets.

PREVIOUS CUSTOM PUBLICATIONS INCLUDE:

- America's Cup Program
- Safety At Sea Handbook
- Newport Bermuda Race Program
- Official U.S. Olympic Sailing Team Guide
- NYYC Invitational Cup Program
- College Sailing Guide
- US-IRC Handbook
- Block Island Race Week Program
- Charleston Race Week Program

DIGITAL

Enter to WIN **728x90** Leaderboard

SAILING WORLD Login | Register **FIND YOUR NEXT SAILBOAT**

RACING | SAILBOATS | GEAR | EXPERTS | NOOD REGATTAS

Photos | Videos | Blogs | Regatta Calendar | Contents | Forums | The Pin End | Marketplace | America's Cup | Follow Us: Twitter | Facebook

SITE SEARCH

BROWSE BOAT REVIEWS

Boat Type: Select One

Manufacturer: Select One

Length Min: Ft. Length Max: Ft. **GO**

A Soon To Be Fall Classic
The first-ever ISAF Grade 1 Chicago Match Cup brings top-flight talent to the Windy City.

BLOGS

Not Dark Yet
The George O'Connell Fall Bay Regatta lets racers stretch the sailing season in the Lake Erie Islands... Read full blog

FINISH LINE

ISAF Grade 1 Chicago Match Cup
Through Saturday, Connecticut's Dave Perry and other world-class match racers are squaring off within spitting distance of Chicago's Navy Pier.

Follow the racing in our Finish Line forum.
Watch the racing live.

Latest Reports

- 2011 U.S. Team Racing Championship
- 2011 Oostdijf Sailing Center Harvest Fest Regatta
- Global Ocean Race 2011-12

PHOTO GALLERIES

WindAlert

300x250 Medium Rectangle

Find us on Facebook

Sailing World
You like this.

Sailing World
Compact update package from the Chicago Match Race Center's first ever Grade 1 match race championship. Nice work but there guys.

https://www.youtube.com/watch?v=...
www.proad.co

Sailing World
New rankings are posted! Top seed: Colese of Charleston

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)
Home Page	
Roadblock	\$1,000 (per week)
Home Page	
Prestitial	\$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)	\$420 per email
728 x 90 / 300 x 250 (bottom)	\$320 per email
Product / Promotion	\$320 per email
Text Link	\$180 per email

12,000

Editorial eNewsletter Subscribers

Source: 2012 Email Rate Base

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 \$3,000 per email

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)





NOOD Regattas

Sailing World magazine is pleased to present the world's largest sailing regatta series, the National Offshore One-Design Regattas. Known as the NOOD Regattas, the series was founded in Newport, Rhode Island, by the editors of *Sailing World* in 1988 to help foster the growing interest in racing one-design keelboats. Celebrating their 25th anniversary in 2012, the NOODs have a proven track record of success.

The NOOD Regattas deliver hands-on exposure to active, affluent sailing enthusiasts coast-to-coast at prestigious yacht clubs in key markets. They give sponsors and associated marine and non-marine companies the opportunity to build a strong bond with sailors looking to buy through one-to-one marketing that influences buying decisions. As a sponsorship opportunity in sailing, the NOOD Regattas are second only to the America's Cup.

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



MAGAZINE



DIGITAL



MOBILE



EVENTS



CUSTOM
CONTENT



TV/VIDEO

CAPABILITIES:

Blogs
Branded Premiums

CONTESTS/ SWEEPSTAKES

Content Licensing
Contextual Ad Units
Copywriting
Crowd Sourcing

CUSTOM CONTENT

Custom 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 + TV. PRODUCTION

Viral Videos
Virtual Tours/
Experiences
Wallpapers + Skins
Webisodes and
Mobisodes
Widgets

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

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