

SAILING WORLD

2012 IRC Handbook

Sailing World magazine is pleased to announce that we have once again been selected by the US-IRC to publish their annual handbook. The 2012 Handbook is going to be produced in both hard copy and digital form. The digital edition of the 2011 IRC handbook had more than 10,000 page views. This vital publication serves as the official record of IRC competition in the United States, reporting on the continuing development of this segment of the sport.

The 2012 distribution will include 2,000 copies printed on premium gloss stock and distributed at key national events (such as Key West Race Week, the US-IRC Championships and events which comprise the Gulfstream Series) and at leading yacht clubs which have endorsed this rule, as well as to all US-IRC certificate holders. The digital edition will be created using state of the art interactive publishing technology, and it will be available for free viewing and download from both the *Sailing World* site www.sailingworld.com and the US-IRC website www.us-irc.org. In addition, the Handbook will be included in all digital copies of *Sailing World's* March issue.

The Handbook will be promoted through advertisements in *Sailing World* magazine, online at sailingworld.com and us-irc.org, announcing the publication of the 2012 Handbook and its availability online. All advertisers in the 2012 Handbook will be recognized as Sponsors of the Handbook in these ads, providing more value and visibility for our industry supporters.



2012 US-IRC Handbook Advertising Opportunities

Full Page 4/C Only	\$2500 Net
Inside Front or Back Cover	\$3000 Net
Outside Back Cover	\$3625 Net
Space Close	December 15, 2011
Materials Due	December 20, 2011
Publication Date	January 16, 2012

For more information contact your regional sales manager or the following:

- Sally Helme
Publisher
(401) 845-4405
sally.helme@bonniercorp.com
- Michael Tamulaites
Sailing World Advertising Director
New England & Northern Europe
(401) 845-4446
michael.tamulaites@bonniercorp.com