



2012

Newport Bermuda

June 15, 2012

The 2012 Bermuda Race program will be distributed starting in March, a full three months before the start of the race on June 15th. Program advertisers and event sponsors have a unique opportunity to reach this select audience at the precise moment when they are outfitting and preparing their boats for this legendary ocean race.

The Newport Bermuda Race®, in partnership with *Cruising World* magazine, is offering an opportunity unprecedented in the life of this world-class ocean race.

First run in 1906, the biennial Newport Bermuda Race is considered one of the world's premier ocean races. Yachts and crews from thirty-seven states and twenty-two countries competed in 2010, showing broad participation across the United States and from overseas.

The 2012 race is expected to draw high interest and a large fleet of yachts competing for the most highly prized trophies in the sport.

THE PROGRAM

The program will be created by the Editors of *Cruising World* and John Rousmaniere.

- ◆ Official Notice of Race (NOR)
- ◆ Recommended Safety Gear
- ◆ Safety Preps & Routines
- ◆ The Gulf Stream
- ◆ Inspection: What to Expect & How to Prepare
- ◆ Cruising in Bermuda
- ◆ Newport Eateries with Character
- ◆ Onion Patch 50th Anniversary
- ◆ Bermuda Maritime Highlights



John Rousmaniere





Race Program Details

PROGRAM DISTRIBUTION

5,000 copies will be available and distributed starting in March 2012 to all race participants, Safety At Sea attendees, supporters, spectators and yacht club members.

- ◆ Minimum of 52 pages, including covers
- ◆ Printed on High-Quality Stock

PROGRAM ADVERTISING RATES

Full Page	\$2,500 (net)
1/2 Page	1,500
1/4 Page	750

PREFERRED PARTNER SPONSORSHIP: \$5,000

Includes: 1 Full Page Ad, recognition in the program and inclusion in multiple areas of the official race website from March through July 2012.

* Additional sponsorship levels are available please contact your regional sales manager for more information.

Ad Close:
February 15, 2012

Materials Due:
February 17, 2012

For production information contact
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Contact Your Regional Sales Manager Today To Support this Event.

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