# CRUISING WORLD

## MEDIA GUIDE

# PASSION.

# ADVENTURE.

# LIFE.

*Cruising World* is your passport to the sailing life. Our 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.
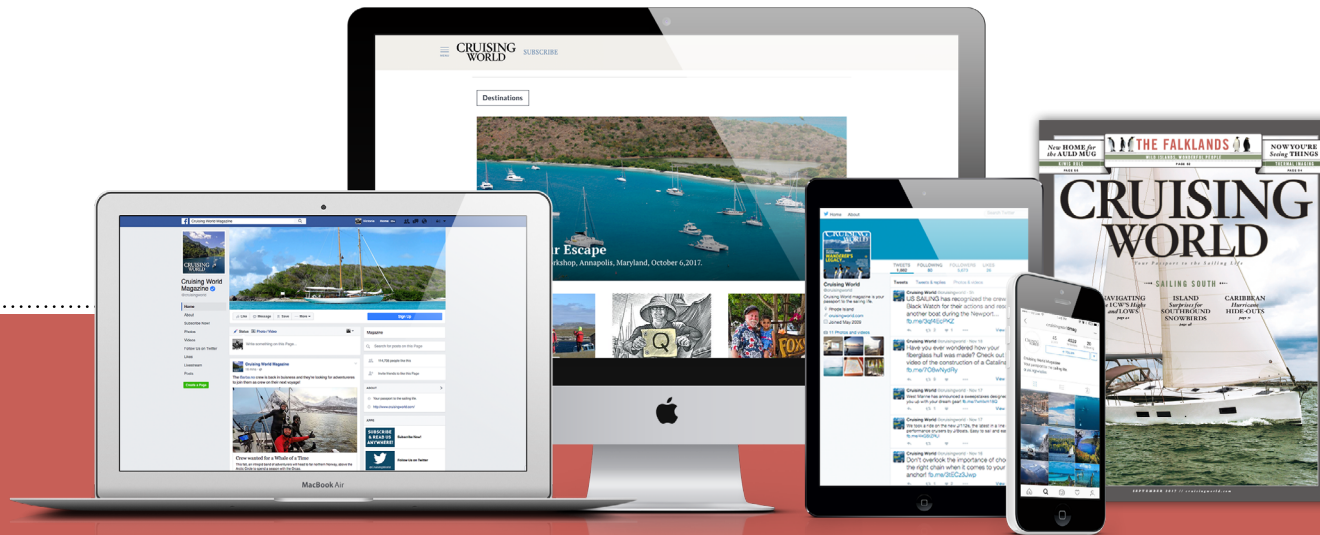
# BRAND OVERVIEW

**60,000**
Circulation

**9x**
Frequency

**1974**
Year Established

*ALL ISSUES ARE AVAILABLE ON TABLETS AND EREADERS, INCLUDING THE IPAD, NOOK AND KINDLE.*



**@cruisingworld**

**Cruising World Magazine**

**@cruisingworldmag**

**292,000**
Avg. Monthly
Page Views

**148,000**
Avg. Monthly
Unique Visitors

**154,000+**
Social Media
Audience

**37,000**
Custom Email
Subscribers

**50,000**
Editorial eNews
Subscribers

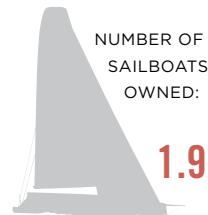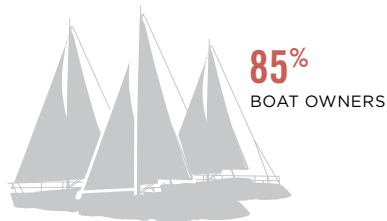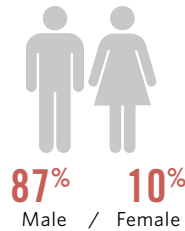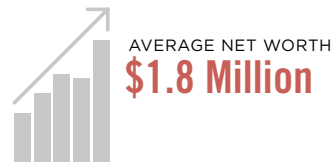*Cruising World*'s audience is comprised of sailors who are actively researching boats, the latest gear and how-to information. Using research and database management, we can identify, surface and activate high-value participants across all of our media channels in order to drive tangible results.

# Audience Profile

Cruising World's audience across all channels (print, web, social & email) represents active, affluent cruising enthusiasts who come to us looking for the latest tips, boat reviews and information on gear & equipment. They know we deliver the expert information needed to pursue their passions and map out their next journey.

## Demographic

AVERAGE HOUSEHOLD INCOME
**227,900**

AVERAGE NET WORTH
**$1.8 Million**

**59**
AVERAGE AGE

**87%** **10%**
Male / Female

**85%**
BOAT OWNERS

NUMBER OF SAILBOATS OWNED:
**1.9**

PLAN TO CHARTER IN THE NEXT 24 MONTHS
**36%**

## Sailing Activities

NUMBER OF YEARS SAILING
**26 Years**
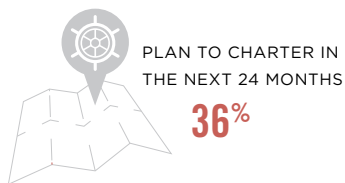
**65 Days**
AVERAGE NUMBER OF DAYS SPENT SAILING (ANY) IN THE PAST 12 MONTHS

### SAILING ACTIVITIES IN PAST 12 MONTHS

**75%** DAY SAILING

**65%** WEEKEND/COASTAL CRUISING

**24%** LIVEABOARD

**24%** LIVEABOARD

### SAILING NUMBERS

**140** DAYS SPENT AS LIVEABOARD

**35'** AVERAGE LENGTH OF BOAT

**27%** HAVE CHARTERED IN THE PAST 24 MONTHS

**28%** PLAN TO PURCHASE NEW BOAT IN NEXT 24 MONTHS

# CRUISING WORLD

### JANUARY/FEBRUARY 2021

Boat of the Year 2021

On Sale Date: 12/22/20

### MARCH 2021

Winter Projects

On Sale Date: 2/23/21

### APRIL 2021

Spring Fitting Out

On Sale Date: 3/23/21

### MAY 2021

Summer Sailing/Sailboat Systems and Sails

On Sale Date: 4/20/21

### JUNE/JULY 2021

Multihulls

On Sale Date: 5/25/21

### ANNUAL CHARTER ISSUE

Annual Guide to Sailing Vacations

On Sale Date: 7/20/21

### SEPTEMBER 2021

Sailing South

On Sale Date: 8/17/21

### OCTOBER 2021

New Sailboat Showcase

On Sale Date: 9/21/21

### NOVEMBER/DECEMBER 2021

Safety at Sea/Sail Green

On Sale Date: 11/23/21

### JANUARY/FEBRUARY 2022

Boat of the Year 2022

On Sale Date: 12/21/21

*Calendar subject to change

## PRINT SPECIFICATIONS

**Trim Size: 8.375˝ x 10.875˝**
**Binding: Perfect Bound, Jog to Foot**

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

**AD SIZES:** Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

**REQUIRED FORMAT:** PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

**PROOFS:** Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

**INSERTS:** Consult your advertising representative. Production, design and prepress services are available; rates upon request.

**If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Ad materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.**

## PRODUCTION GUIDELINES

**For all bleed ads: Build file to trim size and add .125 in. bleed on all 4 sides.** Ensure that crop marks are offset .125 in. from bleed.

**Allow .25 in. safety area** within trim on all 4 sides (no live matter)

**Spread ads:** Supply in a single document

### MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

PHOTOS: Supplied images should be high res (300 dpi) in CMYK. B/W images must be high res (300 dpi) grayscale. **Images supplied in RGB will be converted to CMYK.**

LOGOS: Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

Native files supplied for corrections/adjustments, must be accompanied by the fonts and links used in those files. (**Recommended:** use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

| AD SIZES | NON-BLEED | BLEED | TRIM |
|---|---|---|---|
| Full Page | 7.825" x 10.375" (199mm x 264mm) | 8.625" x 11.125" (219mm x 283mm) | 8.375" x 10.875" (212mm x 276mm) |
| 2-Page Spread | 16.25" x 10.375" (413mm x 264mm) | 17" x 11.125" ( 432mm x 283mm) | 16.75" x 10.875" (425mm x 276mm) |
| 2/3 Page Vert. | 4.5" x 9.5" (114mm x 241mm) | 5.25" x 11.125" ( 134mm x 283mm) | 5" x 10.875" (127mm x 276mm) |
| 1/2 Page Vert. | 3.5" x 9.5" (89mm x 241mm) | 4.25" x 11.125" (108mm x 283mm) | 4" x 10.875" (101mm x 276mm) |
| 1/2 Page Island | 4.575" x 7" (116mm x 177mm) | — | — |
| 1/2 Page Horiz. | 7.25" x 4.75" (184mm x 120mm) | 8.625" x 5.45" ( 219mm x 139mm) | 8.375" x 5.2" (212mm x 132mm) |
| 1/3 Page Vert. | 2.25" x 9.5" (57mm x 241mm) | 2.95" x 11.125" ( 75mm x 283mm) | 2.7" x 10.875" (68mm x 276mm) |
| 1/4 Page Sq. | 3.5" x 4.75" (89mm x 120mm) | | |
| | | | |

| BROKERAGE/CHARTER/GEAR GUIDE ONLY | | | |
|---|---|---|---|
| 1/2 Page Horiz. | 7.25" x 4.75" (184mm x 120mm) | | |
| 1/2 Page Vert. | 3.5" x 9.5" (89mm x 241mm) | | |
| 1/4 Page Sq. | 3.5" x 4.75" (89mm x 120mm) | | |
| 1/8 Page Horiz. | 3.5" x 2.35" (89mm x 58mm) | | |

**LAYOUT/PRODUCTION NOTES:**

**Allow .25 in. safety area within TRIM on all 4 sides (no live matter)**

**Ensure that crop marks are offset .125 in. from bleed.**

The Gear Guide is now offered in **ALL** issues.

FULL PAGE · 2/3 PAGE · 1/3 VERT · 1/2 PAGE VERT · ISLAND · 1/2 PAGE HORIZONTAL · 1/4 PAGE · 1/8 PG
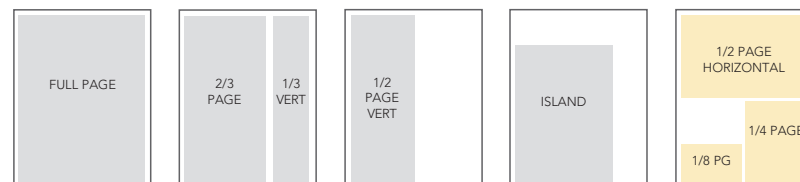
GEAR GUIDE

## 2021 CLOSING DATES

| Issue | Theme | Ad Close | Ad Materials Due | On Sale Print | On Sale Tablets |
|---|---|---|---|---|---|
| January/February 2021 | Boat of the Year | 11/2/20 | 11/3/20 | 12/22/20 | 12/21/20 |
| March 2021 | New Cruising Gear/Charter | 1/4/21 | 1/5/21 | 2/23/21 | 2/22/21 |
| April 2021 | Fitting Out | 2/1/21 | 2/2/21 | 3/23/21 | 3/22/21 |
| May 2021 | Boat Toys/Fun on the Water | 3/1/21 | 3/2/21 | 4/20/21 | 4/19/21 |
| June/July 2021 | Multihulls | 4/5/21 | 4/6/21 | 5/25/21 | 5/24/21 |
| August/Charter 2021 | Annual Guide to Sailing Vacations | 5/26/21 | 6/2/21 | 7/20/21 | 7/19/21 |
| September 2021 | Sailing South/Fall Boat Show Preview | 6/28/21 | 6/29/21 | 8/17/21 | 8/16/21 |
| October 2021 | New Boat Showcase | 8/2/21 | 8/3/21 | 9/21/21 | 9/20/21 |
| November/December 2021 | Safety at Sea/Winter Projects | 10/4/21 | 10/5/21 | 11/23/21 | 11/22/21 |
| January/February 2022 | Boat of the Year | 11/1/21 | 11/2/21 | 12/21/21 | 12/20/21 |

## AD MATERIAL SUBMISSIONS

**Ad files should be submitted via our Ad Portal at adportal.bonniercorp.com.**

For ads supplied electronically, advertiser must supply an additional content proofing jpg. **We do not accept ads via e-mail.** Electronic files are stored for one year only, unless otherwise requested in writing.

**SEND ALL OTHER MATERIALS TO:**

**CRUISING WORLD MAGAZINE**
Attn: Shari Smith
480 N. Orlando Ave., Suite 236
Winter Park, FL 32789

**PRODUCTION CONTACT**
407-571-4794
Shari.Smith@bonniercorp.com

# 2021 DIGITAL AD SPECS

## STANDARD GUIDELINES:

These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)

- Google Ad Manager is used to serve all Bonnier Corp Advertisements
- There is a 24-hour turnaround time once all creatives are submitted to Online Advertising Operations
- All ad units must launch a new browser window when clicked
- All static ads types are accepted (.jpg, .gif, .swf, .html)
- Max initial load file size should not exceed 150k
- Below is a list of the most commonly used third party vendors.

For a complete list of approved vendors please contact Bonnier. Bonnier has the ability to serve third party tags that are not on the list of approved vendors but we will not be able to track click-throughs.

| Approved Third Party Ad Tags | Approved Third Party Rich Media |
|---|---|
| Atlas | Eyeblaster |
| Bluestreak Google Ad | EyeReturn |
| Manager Interpolls | Eyewonder |
| Mediaplex | Pointroll |
| | Unicast |

## THIRD PARTY SPECIFICATIONS

- Third Party tags should be served via JavaScript Ad calls, not iframes
- Audio needs be user initiated with a clearly recognizable on/off button
- All floating ad units should have a clearly recognizable close button
- Max initial load file size should not exceed 30k
- Additional polite download should not exceed 80k
- Frame rate per second should not exceed 18fps
- Animation length should not exceed 15 seconds

## EXPANDING ADS

| Most Common Sizes: | Expanded Dimension: |
|---|---|
| 728 x 90 | 728 x 225 |
| 300 x 250 | 400 x 350; 300 x 600; 600 x 250 |

## MOUSE OVER/MOUSE OFF

- Ad should expand upon mouse over or click on expand button
- Ad should retract upon mouse off or clicking a close button
- If the ad expands with user click, the panel still must retract when mouse is removed
- Any sound should be user initiated by click, not mouse

## HTML5 AD UNITS:

- HTML5 should be provided as a Zip bundle with all assets included in the zip folder.
- HTML5 creatives must be SSL compatible to serve to HTTPS sites
- Use the size meta tag to indicate the intended size for your creative and ensure your creative renders at the right dimensions: <meta name="ad.size" content="width=[x],height=[y]">
- HTML5 creatives can only have fixed dimensions (e.g., 300x250, 728x90, 320x50, etc.). Dynamic sizes such as "Fluid" aren't supported.
- We do not recommend hard-coded click through URLs in the asset because it prevents Google Ad Manager from tracking clicks. Below is an exmaple of how the click tag should appear.

## HTML5 CLICK TAG EXAMPLE

A click tag should be inserted in the <head> of an HTML document. See this example:

```
<head>
  <meta name="ad.size" content="width=300,height=250">
  <script type="text/javascript">
   var clickTag = "http://www.google.com";
  </script>
</head>
```

In the body of your HTML document, your creative must use the click tag variable as the click-through URL:

```
<a href="javascript:void(window.open(clickTag))">
  <img src="images/dclk.png" border=0>
</a>
```

## MATERIAL CONTACT:

Danielle Bennett
danielle.bennett@bonniercorp.com
Phone: 407-571-4920

| AD UNIT | DIMENSIONS | FILE SIZE | FILE TYPE |
|---|---|---|---|
| Leaderboard | 728 x 90 Pixels | 72 dpi, 150 kb max | gif, jpg, png, html5 |
| Medium Rectangle | 300 x 250 Pixels | 72 dpi, 150 kb max | gif, jpg, png, html5 |
| Pushdown Unit Condensed | 970 x 90 Pixels | 72 dpi, 150 kb max | gif, jpg, png, html5 |
| Pushdown Unit Expanded | 970 x 250 Pixels | 72 dpi, 150 kb max | gif, jpg, png, html5 |
| eNews Med Rectangle | 300 x 250 Pixels | 72 dpi, 150 kb max | gif, jpg |
| Custom eBlast | 600 Pixels Wide | 72 dpi, 150 kb max | html |
| Video Hosting | 608 x 300 pixels | 150 mb max | flv, avi, mov |
| Mobile Leaderboard | 320 x 50 Pixels | 72 dpi, 150 kb max | gif, jpg, png, html5 |
| Billboard | 970 x 250 Pixels | 72 dpi, 150 kb max | gif, jpg, png, html5 |
| Half Page | 300 x 600 Pixels | 72 dpi, 150 kb max | gif, jpg, png, html5 |

728 x 90

300 x 250
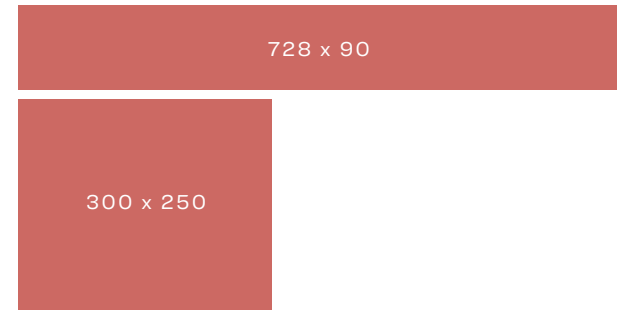
## For More Info, Contact:

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