COMPETITIVE. AUTHENTIC. EXPERIENTIAL.

Sailing World connects the community of racing sailors through words, images and shared experiences. Across many mediums, it explores the sailor’s passion and showcases the lifestyle, destinations and technology. It links knowledge-hungry participants to the sport’s top experts, providing un-rivaled instructional content.
**BRAND OVERVIEW**

20,000
CIRCULATION

4X
FREQUENCY

1962
YEAR ESTABLISHED

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

102,000
AVG. MONTHLY
PAGE VIEWS

46,000
AVG. MONTHLY
UNIQUE VISITORS

329,000
SOCIAL MEDIA
AUDIENCE

17,000
CUSTOM EMAIL
SUBSCRIBERS

22,000
EDITORIAL ENEWS
SUBSCRIBERS

*Sailing World’s* audience is comprised of sailors who are actively researching the newest gear, techniques 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

SAILING WORLD’s audiences across all channels (print, web, social & email) are masters of the sport. They represent active, affluent sailing enthusiasts who come to us looking for the latest tips, techniques and information on gear & equipment. They know we deliver the expert information needed to pursue their passion for the sport.

DEMOGRAPHIC

- Average Age: 55
- Average Household Income: $252,900
- Average Net Worth: $1.9 Million
- Average Number of Boats Owned: 2.1
- Average Number of Years Sailing: 30
- Average Number of Days Spent Sailing (Any) in the Past 12 Months: 45
- Average Number of Days Spent Sailing (Any) in the Past 12 Months: 45
- Average Number of Boats Owned: 2.1
- Male: 86%
- Female: 11%
- Male / Female: 86% / 11%
- Boat Owners: 81%
- Plan to Charter in Next 24 Months: 36%
- Plan to Purchase a New Boat in Next 24 Months (HHI $150K+): 36%
- Plan to Charter in Next 24 Months: 37%

SAILING ACTIVITIES

- Sailing Activities in Past 12 Months:
  - Day Sailing: 80%
  - Handicap Racing (PHRF, etc.): 48%
  - One Design Racing - Keelboats: 33%
  - Offshore Distance Racing: 25%
  - Weekend/Coastal Cruising: 44%
SPRING 2020
- Offshore Racing Package
- Beginner Guide to Foiling
  *Digital: Pre-Season Race Prep*
  On Sale Date: 3/17/20

SUMMER 2020
- Grand-Prix Racing
- Super Yachts
  *Digital: Best Regattas, Sail-Trim, How-To*
  On Sale Date: 6/16/20

FALL 2020
- The American Racing Landscape: Clubs to Classes to Trends
  *Digital: New Boats, Race Electronics, Olympic Regatta*
  On Sale Date: 9/15/20

WINTER 2021
- America's Cup Special Issue
  *Digital: America's Cup, The Ocean Race*
  On Sale Date: 1/12/21

*Calendar subject to change*
2020 DIGITAL AD SPECS:

STANDARD GUIDELINES:

These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)
- Doubleclick 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 on
- All static ad types are accepted (.jpg, .gif, .swf, .html)
- Max initial load file size should not exceed 30k
- 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.

<table>
<thead>
<tr>
<th>Approved Third Party Ad Tags</th>
<th>Approved Third Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlas</td>
<td>Rich Media</td>
</tr>
<tr>
<td>Bluestreak</td>
<td>Eyeblastner</td>
</tr>
<tr>
<td>DoubleClick</td>
<td>EyeReturn</td>
</tr>
<tr>
<td>Interpolls</td>
<td>Eyewonder</td>
</tr>
<tr>
<td>Mediaplex</td>
<td>Pointroll</td>
</tr>
<tr>
<td></td>
<td>Unicast</td>
</tr>
</tbody>
</table>

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: 728 x 90; 300 x 250
Expanded Dimension: 728 x 225; 400 x 350; 300 x 600; 600 x 250

FLASH AD UNITS
- Flash files served via DoubleClick must be coded properly for proper click and impression tracking
- All Flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash
- A click through URL must be supplied
- We accept Flash version 6-10

FLASH MX/ALL VERSIONS
A clickable flash object such as a button or hitarea in the flash movie clip will require some actionscript attached to it.
1. Associate the on(release) event with that object.
2. The object will now listen for that particular event. When the event occurs it will trigger actionscript instructions.
3. Place the getURL(clickTAG); actionscript as the instructions. The flash ad code generated will be programmed to pass in the ‘clickTAG’ as a parameter to that flash ad upon which clicking on the ad will direct the user to the click through URL value found in the clickTAG.
4. Make sure to check off the “Expression” checkbox for the URL field that is the variable for the getURL actionscript function.

Button Code: on (release) (getURL (_level0.clickTag, "_blank");)
The extra parameter for the getURL function determines the target window for the redirected content. "_blank" will generate a new browser window.

MATERIAL CONTACT:
Shanna Torres
shanna.torres@bonniercorp.com
Phone: 407-571-4550

Approved Third Party Rich Media
Atlas Eyeblastner
Bluestreak EyeReturn
DoubleClick Eyewonder
Interpolls Pointroll
Mediaplex Unicast

expanding Ads
Most Common sizes: 728 x 90; 300 x 250
expanded Dimension: 728 x 225; 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
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 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%.

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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 jpeg.

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:
SAILING WORLD
Attn: Shari Smith
460 N. Orlando Ave., Suite 200
Winter Park, FL 32789

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

2020 CLOSING DATES

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<thead>
<tr>
<th>ISSUE</th>
<th>Theme</th>
<th>SPACE CLOSE</th>
<th>MATERIAL DUE</th>
<th>IN HOME DATE</th>
<th>ON TABLETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter ’20</td>
<td>Boat of the Year, Classic One-Designs America’s Cup AC 75 Launches</td>
<td>11/8/19</td>
<td>11/12/19</td>
<td>12/16/19</td>
<td>12/16/19</td>
</tr>
<tr>
<td>Fall ’20</td>
<td>The American Racing Landscape: Clubs to Classes and Trends</td>
<td>7/24/20</td>
<td>7/28/20</td>
<td>8/31/20</td>
<td>8/31/20</td>
</tr>
<tr>
<td>Winter ’21</td>
<td>America’s Cup Special Issue</td>
<td>11/18/20</td>
<td>11/20/20</td>
<td>12/28/20</td>
<td>12/28/20</td>
</tr>
<tr>
<td>Spring ’21</td>
<td>TBD</td>
<td>1/22/21</td>
<td>1/26/21</td>
<td>3/1/21</td>
<td>3/1/21</td>
</tr>
</tbody>
</table>
CONTACT

TED RUEGG, ASSOCIATE PUBLISHER
410-263-2484 | ted.ruegg@bonniercorp.com

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865-599-9791 | parker.stair@bonniercorp.com

GLENN SANDRIDGE, GROUP PUBLISHER
407-571-4747 | glenn.sandridge@bonniercorp.com

KELLY SHELDON, SENIOR MARKETING MANAGER
407-571-4578 | kelly.sheldon@bonniercorp.com

SAILING WORLD