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.
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.
Demographic

- Average Household Income: $227,900
- Average Net Worth: $1.8 Million
- Average Age: 59 years
- 87% Male, 10% Female
- 85% Boat Owners
- 36% Plan to Charter in the Next 24 Months

Sailing Activities

- Number of Years Sailing: 26 years
- Average Number of Days Spent Sailing (Any) in the Past 12 Months: 65 Days

Sailing Activities in Past 12 Months

- 75% Day Sailing
- 65% Weekend/Coastal Cruising
- 26% Offshore Cruising/Passage Making
- 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

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.
## 2020 EDIT CALENDAR

### JANUARY/FEBRUARY 2020
- **Boat of the Year 2020**
  - On Sale Date: 12/24/19

### MARCH 2020
- **New Cruising Gear/Charter**
  - On Sale Date: 2/25/20

### APRIL 2020
- **Spring Fitting Out**
  - On Sale Date: 3/24/20

### MAY 2020
- **Navigation & Electronics/Boat Toys**
  - On Sale Date: 4/21/20

### JUNE/JULY 2020
- **Multihulls/Summer Reading**
  - On Sale Date: 5/19/20

### SEPTEMBER 2020
- **Sails/Sailing South/Fall Show Preview**
  - On Sale Date: 8/18/20

### OCTOBER 2020
- **New Boat Showcase**
  - On Sale Date: 9/22/20

### ANNUAL CHARTER ISSUE
- **Annual Guide to Sailing Vacations**
  - On Sale Date: 10/27/20

### NOVEMBER/DECEMBER 2020
- **Safety at Sea/Charter/Sail Green**
  - On Sale Date: 11/24/20

### JANUARY/FEBRUARY 2021
- **Boat of the Year 2021**
  - On Sale Date: 12/22/20

*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 ads 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.

Approved Third Party Ad Tags
Atlas
Bluestreak
DoubleClick
Interpolls
Mediaplex

Approved Third Party Rich Media
Eyeblaster
EyeReturn
Eyewonder
Pointrill
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:
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

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

2020 DIGITAL AD SPECIFICATIONS

For More Info, Contact:
Sally Helme, Group Publisher
sally.helme@bonniercorp.com / 401.845.4405

Ted Ruegg, New England, Mid Atlantic + Europe
ted.ruegg@bonniercorp.com / 410.263.2484

Parker Stair, Southeast, Central US + West Coast
parker.stair@bonniercorp.com / 865.599.9791

Eleanor Merrill, Marketplace Sales Representative
eleanor.merrill@bonniercorp.com / 401.845.4407

David Gillespie, Caribbean
david.gillespie303@gmail.com / 303.638.7909
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 used. 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 inch bleed on all 4 sides. Ensure that crop marks are offset .125 inch from bleed.

Allow .25 inch 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 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
460 N. Orlando Ave., Suite 200
Winter Park, FL 32789

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

2020 PRINT SPECIFICATIONS

<table>
<thead>
<tr>
<th>AD SIZES</th>
<th>NON-BLEED</th>
<th>BLEED</th>
<th>TRIM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.825” x 10.375” (199mm x 264mm)</td>
<td>8.625” x 11.125” (219mm x 283mm)</td>
<td>8.375” x 10.875” (212mm x 264mm)</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>16.25” x 10.125” (413mm x 264mm)</td>
<td>17” x 11.125” (430mm x 283mm)</td>
<td>16.75” x 10.875” (425mm x 266mm)</td>
</tr>
<tr>
<td>2/3 Page Vert.</td>
<td>4.5” x 9.5” (116mm x 234mm)</td>
<td>5.25” x 11.125” (134mm x 283mm)</td>
<td>5” x 10.875” (127mm x 276mm)</td>
</tr>
<tr>
<td>1/2 Page Vert.</td>
<td>3.5” x 9.5” (89mm x 234mm)</td>
<td>4.25” x 11.125” (308mm x 283mm)</td>
<td>4” x 10.875” (101mm x 276mm)</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4.5” x 7.7” (116mm x 197mm)</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>1/2 Page Horiz.</td>
<td>7.25” x 4.75” (184mm x 120mm)</td>
<td>8.625” x 5.45” (219mm x 139mm)</td>
<td>8.375” x 5.2” (212mm x 132mm)</td>
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<tr>
<td>1/3 Page Vert.</td>
<td>2.25” x 9.5” (57mm x 234mm)</td>
<td>2.95” x 11.125” (75mm x 283mm)</td>
<td>2.7” x 10.875” (68mm x 276mm)</td>
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<tr>
<td>1/4 Page Sq.</td>
<td>3.5” x 4.75” (89mm x 120mm)</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>1/4 Page Horiz.</td>
<td>3.5” x 2.35” (89mm x 58mm)</td>
<td>—</td>
<td>—</td>
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</table>

LAYOUT/PRODUCTION NOTES:
Allow .25 inch safety area within TRIM on all 4 sides (no live matter)

Ensure that crop marks are offset .125 inch from bleed.

2020 CLOSING DATES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
<th>Ad Close</th>
<th>Ad Materials Due</th>
<th>On Sale Print</th>
<th>On Sale Tablets</th>
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</thead>
<tbody>
<tr>
<td>January/February 2020</td>
<td>Boat of the Year</td>
<td>11/4/19</td>
<td>11/5/19</td>
<td>12/24/19</td>
<td>12/16/19</td>
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<tr>
<td>June/July 2020</td>
<td>Multihulls</td>
<td>3/30/20</td>
<td>3/31/20</td>
<td>5/19/20</td>
<td>5/11/20</td>
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<tr>
<td>September 2020</td>
<td>Sailing South/Fall Boat Show Preview</td>
<td>6/29/20</td>
<td>6/30/20</td>
<td>8/18/20</td>
<td>8/10/20</td>
</tr>
<tr>
<td>October 2020</td>
<td>New Boat Showcase</td>
<td>8/3/20</td>
<td>8/4/20</td>
<td>9/22/20</td>
<td>9/14/20</td>
</tr>
<tr>
<td>January/February 2021</td>
<td>Boat of the Year</td>
<td>11/2/20</td>
<td>11/3/20</td>
<td>12/22/20</td>
<td>12/14/20</td>
</tr>
</tbody>
</table>

2/3 PAGE
1/3 VERT
1/2 PAGE VERT
1/2 PAGE HORIZONTAL
1/4 PAGE
1/8 PG

GREAT GUIDE

The Gear Guide is now offered in ALL issues.

MAY 22, 2020
CONTACT

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

PARKER STAIR, REGIONAL SALES MANAGER
865-599-9791 | parker.stair@bonniercorp.com

SALLY HELME, GROUP PUBLISHER
401-845-4405 | sally.helme@bonniercorp.com

GLENN SANDRIDGE, GROUP PUBLISHER
401-571-4747 | glenn.sandridge@bonniercorp.com

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