

2009

MECHANICAL SPECS

CRUISING
WORLD

Sailing
WORLD

Digital Requirements

Cruising World and **Sailing World** use a digital workflow and we require that all ad materials be submitted in a digital format. Supplied materials that do not comply with the following specifications will be corrected and the advertiser will be billed for the required production.

Format: PDF/X-1a format is the file format for submission. When preparing PDF/X-1a files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see <http://www.adobe.com/products/acrobat/pdfs/pdfx.pdf> for guidelines and instructions.

Other file formats such as InDesign and Quark Express native files with associated fonts and graphics will be accepted during the transition to PDF/x-1a as the required format until June 1, 2009. After that date, additional production charges may apply to convert to PDF/x-1a.

Proofs: For full page and spread ads, advertisers MUST submit a contract-level digital proof at 100% that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof

Proofs are required regardless of delivery mode. If contract proof is not supplied, we will generate an Epson proof at a charge of \$50 per page. The publisher and printer will not accept responsibility when contract proofs are not submitted.

Media Transfer: CD-ROM, DVD

***Effective with March 2009 issues. Note new addresses for shipping and electronic submissions.**

Electronic Transmissions: Ad files can be delivered via our Ad Portal at adportal.bonniercorp.com. For ads supplied electronically adver-

tiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof at a charge of \$11 will be sent to advertiser for approval and an Epson proof will be made at \$50 per page for full page ads and spreads. We do not accept ads via e-mail.

For More Detailed Digital Information: Contact your *Cruising World* or *Sailing World* ad services manager at 401-845-5124.

Electronic files are stored for one year only, unless otherwise requested in writing.

Inserts: Consult your advertising representative.

Production and prepress services are available; rates upon request.

Production Questions? Please contact your advertising Services Manager at (401) 845-5124

For ALL brokerage ads and any materials requiring design/production services, please submit photos, copy, materials, and logos. Production charges will be billed. E-mail to adservice@crusingworld.com or adservice@sailingworld.com or ship to:

Cruising World or *Sailing World* (Please Specify)
Advertising Services Manager
55 Hammarlund Way
Middletown, RI 02842
401-845-5124

Final ad material (ready to print), ship to:
Bonnier Marine Group
55 Hammarlund Way Tech 2
Middletown, RI 02842
Attn: Lindsey Martins
401-845-5124

Cruising World 2009 Schedule

	Space Close Date	Material Due Date	On-Sale Date
JAN	11/10/08	11/12/08	12/30/08
FEB	12/04/08	12/09/08	01/27/09
MAR	01/08/09	01/13/09	02/24/09
APR	02/06/09	02/11/09	03/24/09
MAY	03/06/09	03/10/09	04/21/09
JUNE	04/09/09	04/13/09	05/26/09
JULY	05/07/09	05/12/09	06/23/09
AUG	06/08/09	06/12/09	07/28/09
SEPT	07/09/09	07/13/09	08/25/09
OCT	08/10/09	08/14/09	09/29/09
NOV	09/10/09	09/16/09	10/27/09
DEC	10/08/09	10/12/09	11/24/09

Sailing World 2009 Schedule

	Space Close Date	Material Due Date	On-Sale Date
J/F 09	11/18/08	11/21/08	01/06/09
MAR	01/15/09	01/20/09	03/03/09
APR	02/10/09	02/12/09	03/31/09
MAY	03/11/09	03/13/09	04/28/09
JUNE	04/16/09	04/20/09	06/02/09
J/A	05/11/09	05/15/09	06/30/09
SEPT	07/16/09	07/20/09	09/01/09
OCT	08/18/09	08/20/09	10/06/09
N/D	09/10/09	09/14/09	11/03/09
J/F 10	11/17/09	11/20/09	01/05/10

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MECHANICAL SPECS

CRUISING WORLD

Sailing WORLD



55 Hammarlund Way
Middletown, RI 02842
Tel: (401) 845-5100
Fax: (401) 845-5180
www.cruisingworld.com
www.sailingworld.com

Sally Helme
Publisher
(401) 845-5105
sally.helme@bonniercorp.com

Andrew Macaulay
Associate Publisher
(401) 845-5155
andrew.macaulay@bonniercorp.com

Michael Tamulaites
New England & Northern Europe
(401) 845-5146
michael.tamulaites@bonniercorp.com

Ted Ruegg
Mid-Atlantic & Southern Europe
(410) 263-2484
ted.ruegg@bonniercorp.com

Jan Peterson
Southeast & Caribbean
(252) 728-7884
jan.peterson@bonniercorp.com

David Gillespie
Central US & Eastern Canada
(303) 973-8636
david.gillespie@bonniercorp.com

Claudette Chaisson
West Coast & Pacific Rim
(760) 943-6681
claudette.chaisson@bonniercorp.com

Michelle Roche
Classified & Special Section Sales
Manager
(401) 845-5140
michelle.roche@bonniercorp.com

Ad Sizes	Width	Height
Trim-size of publications are 8" x 10 3/4"		
SPREAD	15 1/8"	10"
FULL PAGE	7"	10"
2/3 PAGE	4 5/8"	10"
1/2 PAGE (HORIZONTAL)	7"	4 7/8"
1/2 PAGE (ISLAND)	4 5/8"	7 1/2"
1/2 PAGE (VERTICAL)	3 5/16"	10"
1/3 PAGE (VERTICAL)	2 1/4 "	10"
1/3 PAGE (SQUARE)	4 5/8"	4 7/8"
1/4 PAGE (SQUARE)	3 5/16"	4 7/8"
BLEED SIZES		
BLEED SPREAD*	16 1/4"	11"
*Trims to 16" x 10 3/4"		Live Area 15 1/2" x 10 1/4"
FULL PAGE	8 1/4"	11"
1/2 PAGE (HORIZONTAL)	8 1/4"	5 1/2"
1/2 PAGE (VERTICAL)	4"	11"
JUNIOR SPREAD	16 1/4"	5 1/2"
No live matter allowed within 5/16" of final trim size.		
All live bleed image must extend 1/8" past the trim line.		
Cruising World: Printed web offset, perfect bound.		
Sailing World: Printed web offset, saddlewire.		

