

RETAIL ADVERTISING BUYERS GUIDES



2009

CRUISING
WORLD

Sailing
WORLD

CRUISING WORLD AND SAILING WORLD'S RETAIL ADVERTISING BUYERS GUIDES

Reach your prime prospects with *Cruising World* and *Sailing World's* 2009 Retail Buyers Guide sections, NOW available six issues per year in each publication. Place your products in front of potential buyers, in key issues, during prime selling times throughout the year.

Your 4-color ad will reach a combination of 187,608 subscribers and newsstand readers as well as hundreds of thousands of pass along readers, bringing your message in front of almost half a million boating enthusiasts. **More choices, more discounts, more exposure, plus a bonus free ad!**

MAXIMIZE YOUR SALES IN 6 SPECIAL ISSUES

Sailing World Jan/Feb 09	Cruising World February 09	CW & SW April 09	CW & SW June 09	Sailing World July/August 09	Cruising World August 09	CW & SW October 09	Sailing World Nov/Dec 09	Cruising World December 09
Boat of the Year Award Winners	Winter Boat Show Issue	Spring Fitting-Out Buyers Guide	New Gear for the Sailing Season	Summer Specials	Summer Specials	Boat Show Buyers Guide and New Boat Showcase	Holiday Gift Guide	Holiday Gift Guide
2,500 Bonus Distribution at Winter Shows	2,500 Bonus Distribution at Winter Shows	5,000 Bonus Distribution at Spring Shows	5,000 Bonus Distribution at Rendezvous & Regattas	2,000 Bonus Distribution at Regattas	2,000 Bonus Distribution at Boat Builder Rendezvous	7,500 Bonus Distribution at Fall Shows	Gear Planning for Next Season	Gear Planning for Next Season

RETAIL ADVERTISING BUYERS GUIDE DEADLINES FOR SPACE & MATERIALS

11/1/08	12/1/08	2/1/09	4/1/09	5/1/09	6/1/09	8/1/09	9/1/09	10/1/09
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BUYERS GUIDES ARE NOW AVAILABLE IN 6 ISSUES IN EACH PUBLICATION

- **NEW!** Increased Coverage By Popular Demand
- **FREE AD!** Buy An Ad In All 6 Issues And Get One **FREE!***
- More Exposure
- More Choices Throughout The Buying Season
- All 4-Color
- More Affordable Than Ever
- **SAVE!** Buy All 6 Issues For The Biggest Discount
- **FREE** Bonus Distribution

BOAT SHOW BUYERS GUIDE

Winslow - Extend Your Service Cycle! Add About One Year Ultimate Warranty! Service For 3 Years! Winslow's Tough-Molded poly-Wrap Meets A Winslow Exclusive!

FREE Icom VHF - One winslow for \$129.99 plus \$100.00 or better Win slow and receive a FREE Icom IC-M51 handheld VHF Radio. Order Now - Code CWB9F08

Johnson Marine Hardware - We Make The Things That Make Your Boat Work! Unique Accessories. Innovative in 1936. Innovations Today.

BOAT SHOW BUYERS GUIDE

***FREE Bonus ad!** Advertisers contracting for an ad in all 6 issues of *Cruising World* or *Sailing World*, will receive one bonus ad of a similar size, at no charge in *Sailing World's* November/December 2009 issue or *Cruising World's* December 2009 issue.

RATES & REQUIREMENTS

Order all 6 Issues NOW - Participation is easy and affordable!

Your Best
Rate!

RATES 4/C, Net		1 Issue	2 Issues	3 Issues	4 Issues	All 6 Issues
BOTH CRUISING WORLD & SAILING WORLD	1/2 Page	\$4,780	\$4,000	\$4,045	\$3,820	\$3,580
	1/4 Page	\$2,460	\$2,245	\$2,085	\$1,965	\$1,850
	1/8 Page	\$1,450	\$1,330	\$1,205	\$1,170	\$1,085
CRUISING WORLD ONLY	1/2 Page	\$3,355	\$3,060	\$2,850	\$2,685	\$2,515
	1/4 Page	\$1,690	\$1,530	\$1,440	\$1,350	\$1,270
	1/8 Page	\$1,050	\$960	\$875	\$845	\$785
SAILING WORLD ONLY	1/2 Page	\$1,955	\$1,830	\$1,645	\$1,560	\$1,465
	1/4 Page	\$1,045	\$965	\$875	\$835	\$785
	1/8 Page	\$560	\$520	\$465	\$455	\$420

Measurements: 1/2 Page - 7" x 4.875" (horizontal) or 3.3125" x 10" (vertical)
1/4 Page - 3.3125" x 4.875" (square)
1/8 Page - 3.3125" x 2.375" (horizontal)

Formats: PDF/XIA, Native Desktop Application Files (InDesign, Quark, Illustrator, Photoshop), Scitex Files or Tiff/I-t-P1.

We require that all final ad materials be submitted in a digital format.

Final ads must be uploaded to our FTP site.

Please email, Ad Traffic Manager for instructions at lindsey.martins@bonniercorp.com

Act Now! Call Your Regional Sales Manager Today

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