

2009

ONLINE ADVERTISING MEDIA KIT



Sailing WORLD

www.sailingworld.com

CRUISING WORLD

www.cruisingworld.com

Connecting People With Their Passions

- Partner with the #1 titles in the sailing market
- Tap into the power of our loyal readership of influential, affluent sailors and boaters who follow our tack, on the water and on the Internet

Site Statistics

Our sailing and cruising web sites are rich with stories, news and up-to-the-minute information, from boat reviews to must-have gear to racing updates and results.

Monthly	Sailing World	Cruising World
Page Views	350,000	300,000
Visits	60,000	50,000
Unique Visitors	50,000	45,000

Reader Profile

Our readers are the envy of the market. Affluent, experienced sailors and boaters, they have the desire and means to indulge their passion for the water.

Cruising World

Male/Female: 92% / 8%
 Married: 79%
 Average Age: 56
 Currently own a boat: 81%
 Average HHI: \$227,000
 Average Net Worth: \$1,905,000

Sailing World

Male/Female: 93% / 7%
 Married: 82%
 Average Age: 54
 Currently own a boat: 89%
 Average HHI: \$282,000
 Average Net Worth: \$2,006,000

Source: 2008 CW Subscriber Study, MMR



ADVERTISING OPPORTUNITIES COMMON TO ALL PAGES

1 TOP AND BOTTOM LEADERBOARD ADS

728 X 90

- Top and Bottom of page
- Maximum 4 advertisers in rotation per ad
- Common to all pages*

2 PREMIUM LARGE SQUARE AD

300 X 250

- Top right
- Maximum 4 advertisers in rotation
- Common to all pages*

3 BROKERAGE BOAT OF THE MONTH

300 X 200

- Right column
- Appears in rotation
- Only available on CruisingWorld.com

4 MEDIUM SQUARE ADS

180 X 150

- Right column
- Maximum 4 advertisers in rotation per ad
- Common to all pages*

HOME PAGE ONLY

5 PREMIUM PARTNER VIDEO AD

180 X 150

- Middle column
- Appears in rotation
- Only available with purchase of Premium Partner Video Channel, links to video player

The screenshot shows the Cruising World website homepage. Red boxes with numbers 1 through 5 highlight specific advertising areas:

- 1**: Top and bottom leaderboard ads (728 x 90).
- 2**: Premium large square ad (300 x 250) in the top right.
- 3**: Brokerage Boat of the Month (300 x 200) in the right column.
- 4**: Medium square ads (180 x 150) in the right column.
- 5**: Premium partner video ad (180 x 150) in the middle column.

Other visible content on the page includes:

- Navigation menu: HOME | WEATHER | NEWSLETTER | CALENDAR | CLASSIFIEDS | LOGIN | INFO | ADVERTISE | CONTACTS | FORUMS | MY LOGIN ROOM | PHOTOS | MEMBER VIDEOS
- Search bar: Sea Search
- Site sections: Under Way, Cruising Life, Destinations, How To, Boats & Gear, Charters, Videos
- Photo Gallery: Cruising on 42 in the morning...
- Featured Blog: The Sailor is a Steward of the Sea...
- Highlighted Boat: 2008 Marit Packer 405 CC \$328,950
- Scenegenics advertisement: 4 weeks may include increased energy...
- Cruising Forums: Phoenix 33, Arrows Station, Sailing South in Dec/Jan...
- Calendar: Safety at Sea - Babco, UK January 27 - January 27...
- Member Photos: A Tale of Two Calles, Moments in the sandstone cove, Sweet Success...
- Member Videos: 40:38 On Moving, 10:07:37
- Cruising World Blog: Thursday, December 10, 2008: Make Built Boats: Art & Soul Like Picasso...
- Site Map: Home, Under Way, Cruising Life, Destinations, How To, Boats & Gear, Charters, Videos, Newsletters, Weather, Member Videos, Photo Galleries, Member Videos.

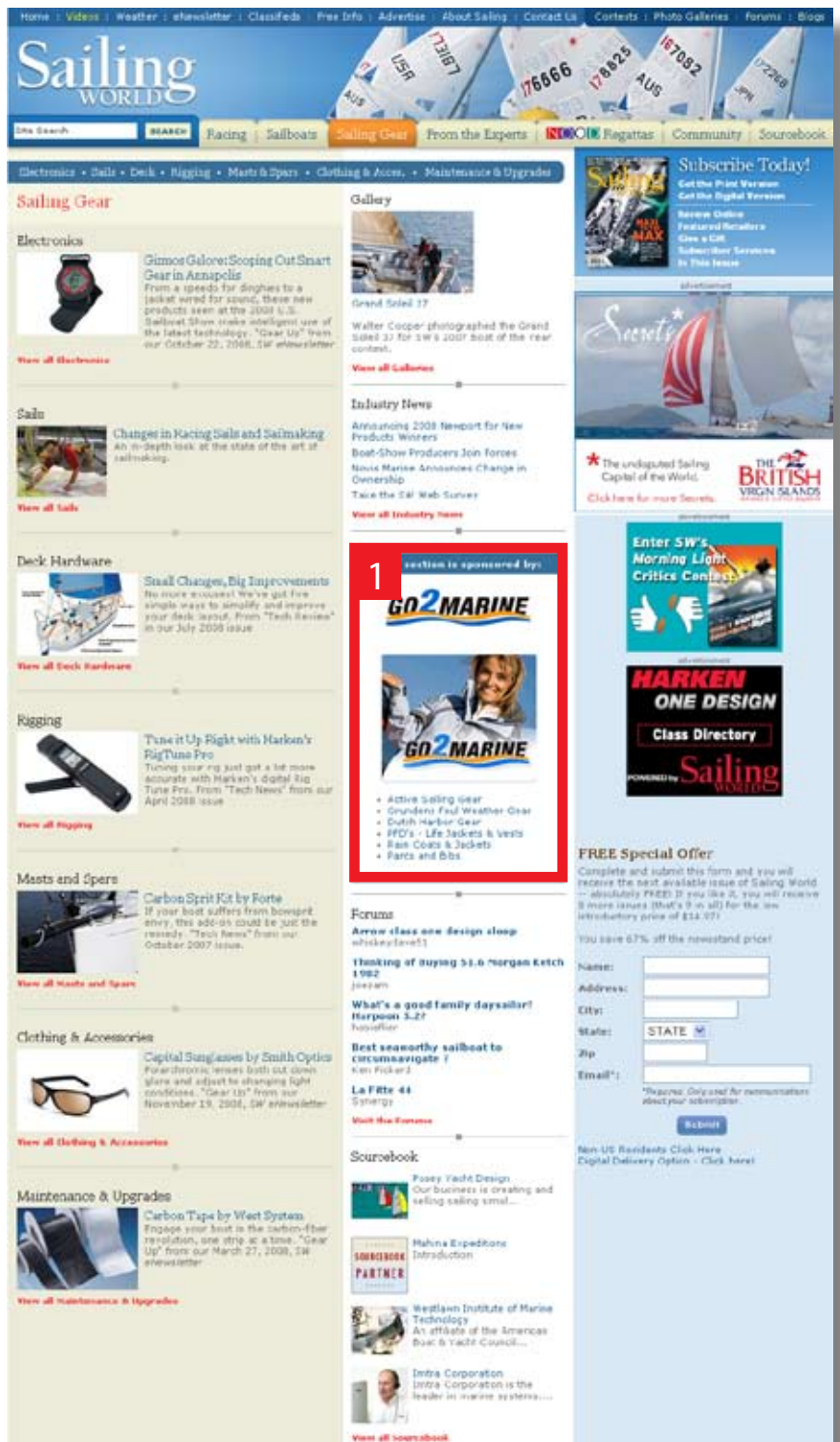
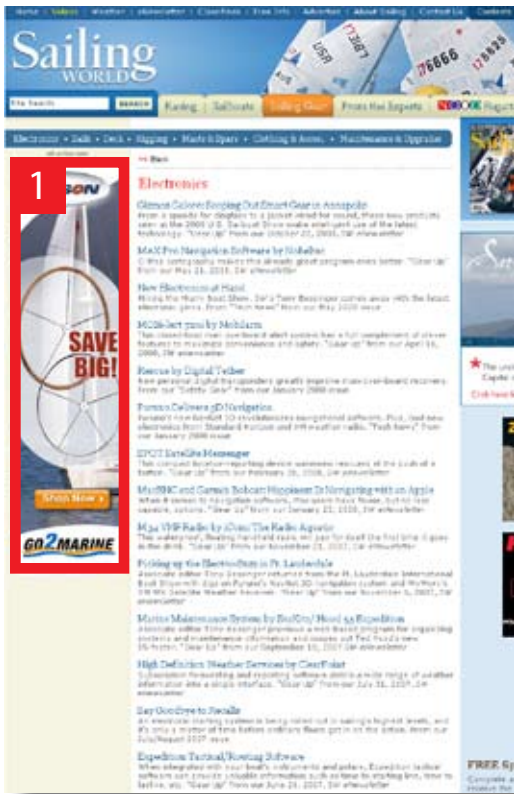
* Availability may be limited in NOOD sections of Sailingworld.com

CONTENT SPONSORSHIP

1 CONTENT SECTION SPONSOR

180 X 150 and 160 X 600

- "Sponsored by" logo and website link
- Links to advertiser-supplied online content
- Exclusive throughout specific content section
- Premium placement within content area
- Embedded 180 x 150 square ad on Section landing page
- Includes 160 x 600 skyscraper ad on associated landing pages



CONTENT LISTING'S SEARCH/LIST RESULTS PAGES

1 SKYSCRAPER AD

160 X 600

- Run-Of-Site throughout content sections. List & search pages only
- Premium placement within content area
- Maximum 4 advertisers in rotation

The screenshot shows the Cruising World website interface. At the top, there's a navigation bar with links like HOME, WEATHER, and a search bar. Below that is a banner for 'TRIPLE POLARIZED LENSE TECHNOLOGY LIFETIME WARRANTY'. The main content area displays search results for 'hunter', listing various boat reviews and articles such as 'Cruising World Boat Review Index: 1979-2008', 'CW's 2009 Sailboat Show', and 'Hunter Marine to Offshore Sailing School Part Track to Cruising'. On the right side, there are several promotional banners: 'Order John McCreary's "Courageous"', 'BROKERAGE Boat of the Month' featuring a 2008 Island Packet 465 CC, 'GENEGENICS' advertisement, and a 'FREE Special Offer' for a complimentary issue of Cruising World.

IN-PAGE ARTICLE BANNER

1 LARGE SQUARE AD

300 X 250

- Common throughout all articles*
- Maximum 4 advertisers in rotation
- Premium placement within content area

FIN FINDERS
BENEATH THE SURFACE™ SUNGLASSES

Stay Connected with our eNewsletter
Enter Your Email

Get the latest news, tips and special offers

HOME | WEATHER | ENEWSLETTER | CALENDAR | CLASSIFIEDS | FREE INFO | ADVERTISE | CONTENTS | FORUMS | MY LOGBOOK | PHOTOS | MEMBER VIDEOS


CRUISING WORLD

Site Search Under Way | Cruising Life | Destinations | How To | Boats & Gear | Chartering | Videos

How To < Projects

How to Make a Dinghy-Boarding Ladder
Here's an inexpensive way to make boarding your dinghy from the water a whole lot easier. "Gear and Gadgets" from our November 26, 2008, CW eMagazine!

Nov 25, 2008
By Bob Methven (More articles by the author)



Bob Methven
I run a charter operation in the Irish Virgin Islands and I've noticed that, after a long day of snorkeling or diving, some people find it difficult to haul themselves back on board the dinghy.

To make things a little easier on the spent swimmers, I built a three-rung dinghy ladder using 12 feet of non-floating line, 26 inches of PVC pipe, four "T" fittings, and two 90-degree fittings. Total cost for the supplies was less than \$5. Here's how to make it the dinghy ladder:

1. Cut the PVC into three, 12-inch lengths.
2. Attach the "T" fittings to two of the pipes. Align the fittings so that the middle of the "T" sticks out.
3. Drill holes through the fittings perpendicular to the "T."
4. Run the line through the two PVC pipes and tie figure-eight knots on both sides of the pipes to position the rungs. The "T" will keep the rung away from the hull of the inflatable and serve as a handhold (See Figure 1.)
5. Attach the 90-degree elbow to the remaining PVC pipe to form the bottom rung. Run the line through and tie figure-eight knots on both sides of the other rungs (See Figure 2).
6. Tie the lines together to keep the rungs level.
7. Attach the ladder to the dinghy by passing the lines through the dinghy's boarding strap and securing to one of the padeyes on the transom (See Figure 3).
8. You might want to tie grab-holds to the padeye on the transom to help the boarding process.
9. When not in use, secure the ladder to the grab-holds in the dinghy to keep it out of the way.

Now, no matter how tired they are, everyone can board the dinghy easily and safely.

Cruiser Comments 0 Comments

Now you're in the public comment zone. What follows is not Cruising World stuff; it comes from other people and we don't vouch for it. A reminder: By using this Web site you agree to accept our Terms and Conditions. Click here to read the Privacy policy.

[View all comments](#)

Post a comment
Not a member? Sign up here
Already a member? Log in below

Username:
Password:

1 **2009 Cruising World Calendar**
Click here to order today!

FREE Special Offer
Receive a FREE issue of Cruising World and a FREE Gear Bag!

Simply fill out the form to receive a complimentary issue of Cruising World if you like it, pay just \$19.97 for 11 more issues (12 in all) and receive your gear bag FREE with payment. If it's not for you, write "cancel" on the invoice you receive, return it, and owe nothing. The FREE issue is yours to keep!

Name:
Address:
City:
State:
Zip:
Email:

Required: Only weather observations about your destination.
Non-US Residents Click Here
Digital Delivery Option - Click Here!

CONTESTS

- Custom sweepstakes-advertiser supplied prizes
- "Sponsored by" logo and website link
- Links to advertiser supplied content
- Demographic information of contest participants
- Runs 90 days

Contests

Tell Us How You Lost It



Have an interesting story about losing a winch handle? Send it in to Sailing World. The best story will receive a free set of 2 OneTouch winch handles.

Contest Rules

First Name

Last Name

Address

City

State

Zip

Phone

Email

Confirm Email

- Yes, I would like to receive Sailing World's free e-newsletter;
- Yes, I would like to receive more information about Lewmar;

Tell Us How You Lost It (maximum of 500 words)



NEWSLETTER

ADVERTISING OPPORTUNITIES

1 HORIZONTAL BANNER ADS

468 X 60

- Center content area placement
- Inbox delivery to targeted audience

2 VERTICAL BANNER ADS

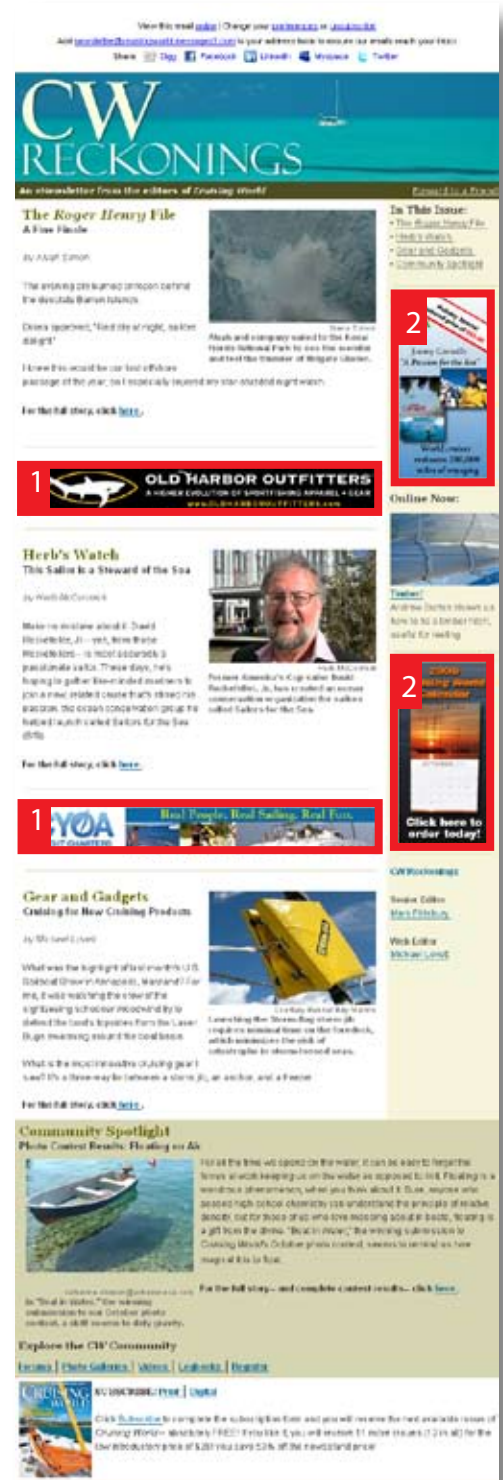
120 X 240

- Right-hand column placement
- Inbox delivery to targeted audience

CUSTOM EMAIL

Reach qualified prospects by sending your timely message to the Cruising World and Sailing World opt-in subscribers.

- Custom advertiser-supplied message

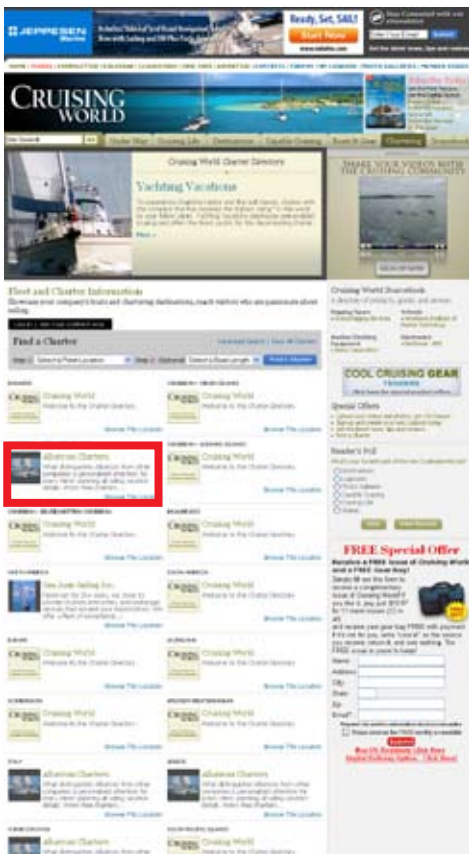


CRUISING WORLD'S CHARTER DIRECTORY

1 PREMIUM PARTNERSHIP OPPORTUNITIES

- Custom advertiser supplied message
 - Lead-generation opportunity
 - Contact form
- All premium merchants are randomly selected to appear on the Chartering and Destinations pages.

MAIN PAGE



FLEET LOCATION PAGE



PARTNER PAGE



* Availability may be limited in NOOD sections of Sailingworld.com

ONLINE FORUMS & COMMUNITY

1 LEADERBOARD AD

728 X 90

- Top of all forum and community pages
- Maximum 4 advertisers in rotation

2 MEDIUM SQUARE AD

180 X 150

- Right side of all forum and community pages
- Random positions

The screenshot shows the Cruising World Forums & Community page. At the top, there is a navigation bar with links for Sign Out, Forums, Photo Galleries, Videos, and Logbook. Below this is a control panel with links for Quick Links, Today's Posts, Search, and FAQ. A large banner ad at the top left features a red background with the text "11 OF 12 AC SYNDICATES CHOSE HARKEN".

The main content area is titled "Welcome to the Cruising World Forums & Community" and includes a welcome message and a link to the FAQ. Below this is a table of forum threads:

Forum	Last Post	Thread	Posts
General Cruising Discussion	7,000 Solar Powered Voyage By Amy Yesterday 04:58 PM	52	75
NOOD Regattas	7,000 Solar Powered Voyage By Amy Yesterday 04:58 PM	52	75
Racing Skills Exchange	7,000 Solar Powered Voyage By Amy Yesterday 04:58 PM	52	75
Racing Skills Exchange	7,000 Solar Powered Voyage By Amy Yesterday 04:58 PM	52	75
Racing Skills Exchange	7,000 Solar Powered Voyage By Amy Yesterday 04:58 PM	52	75
Racing Skills Exchange	7,000 Solar Powered Voyage By Amy Yesterday 04:58 PM	52	75
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Racing Skills Exchange	7,000 Solar Powered Voyage By Amy Yesterday 04:58 PM	52	75
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Racing Skills Exchange	7,000 Solar Powered Voyage By Amy Yesterday 04:58 PM	52	75

On the right side of the page, there are several medium square ads (180x150) in rotation, including:

- "Be Your Voice" - A survey or feedback form.
- "eNewsletter" - A sign-up for Sailing World's e-newsletter.
- "Cingular's Media Net" - An advertisement for Cingular's media services.
- "CORDON ROUGE" - An advertisement for Cordón Rouge wine.
- "DARD HORIZON" - An advertisement for Dard Horizon equipment.

PHOTO GALLERY SPONSORSHIP

1 FULL BANNER AD

468 X 60

- Maximum 4 advertisers in rotation

The screenshot shows the Sailing World website interface. At the top, there is a navigation menu with links: Home, Videos, Weather, eNewsletter, Classifieds, Free Info, Advertise, About Sailing, Contact Us, Contests, Photo Galleries, Forums, and Blogs. Below the navigation is the Sailing World logo and a search bar. A main menu contains links for Racing, Sailboats, Sailing Gear, From the Experts, N.O.O.D. Regattas, Community, and Sourcebook. The main content area features a "Sailing World Photo Galleries" section with a "View all Photo Galleries" link. A full banner advertisement for Rainbridge is displayed, with the text "True Innovation, Real Application" and the Rainbridge logo. Below the banner is a news article titled "Volvo Ocean Race: Ericsson 4 Wins Leg 2", published on Dec 2, 2008. The article features a photo of the Telefonica Blue sailboat and text stating that the boat, skippered by Bouwe Bekking, finished Leg 2 in second place. The article includes "Previous" and "Next" navigation buttons. To the right of the article are two advertisements: one for "Secrets" magazine and another for "2009 Dr. Crash Calendar".