

RETAIL ADVERTISING BUYERS GUIDES



CRUISING
WORLD

Sailing
WORLD

2008

CRUISING WORLD AND SAILING WORLD'S RETAIL ADVERTISING BUYERS GUIDE

To reach your prime prospects, *Cruising World* and *Sailing World's* 2008 Retail Advertising Buyers Guides are available in five issues per year; February, April, July, October, and December. Place your products in front of your best prospects at these key times of the year, when consumers are ready to buy. Your 4-color ads in these special sections of *Cruising World* and *Sailing World* will reach a combination of 196,263 subscribers and newsstand readers, as well as hundreds of thousands of pass along readers for a total audience of nearly 500,000.

- All 4-Color
- More Affordable Than Ever
- **SAVE!** Buy All 5 Issues For The Biggest Discount
- **FREE** Bonus Distribution of 25,000
- **FREE** Reader Service
- **NEW!** Buy an Ad in All 5 Issues and get 1 For FREE!

BUYERS GUIDE



HATCHMASTERS
Hatchmasters are the most reliable and longest lasting hatch covers in the world. They are made of aluminum and are built to last. They are available in a variety of sizes and colors. For more information, visit our website at www.hatchmasters.com.



DAVIS INSTRUMENTS
Davis Instruments is a leading manufacturer of marine instruments. Our products include depth sounders, speedometers, and more. For more information, visit our website at www.davisinstruments.com.



The Choice is Clear
THE SAILBOAT PROPELLER FROM **FLEX-O-FOLD**
Flex-O-Fold propellers are the most reliable and longest lasting propellers in the world. They are made of aluminum and are built to last. For more information, visit our website at www.flexofold.com.



ATLAS BOAT PAD
Atlas Boat Pad is the most reliable and longest lasting boat pad in the world. It is made of high quality materials and is built to last. For more information, visit our website at www.atlasboatpad.com.



SAFE and Sound
Safe and Sound is the most reliable and longest lasting sound system in the world. It is made of high quality materials and is built to last. For more information, visit our website at www.safeandsound.com.



AIR-DRYR
Air-Dryr is the most reliable and longest lasting air dryer in the world. It is made of high quality materials and is built to last. For more information, visit our website at www.airdryr.com.



NEW Windmate™ 200
The first wind meter with wind speed digital read display, compass, and more. For more information, visit our website at www.windmate.com.



The Customer Watchcap
The Customer Watchcap is the most reliable and longest lasting watchcap in the world. It is made of high quality materials and is built to last. For more information, visit our website at www.customerwatchcap.com.



THEY CHOOSE KARVER ... AND YOU?
Karver is the most reliable and longest lasting brand in the world. For more information, visit our website at www.karver.com.

BUYERS GUIDE

FREE Bonus ad! For those advertisers contracting for an ad in all 5 issues of *Cruising World* or *Sailing World*, we'll give you one bonus ad of a similar size, at no charge in the December 2008 issue.

5 SPECIAL ISSUES to maximize your sales

JAN/FEB 2008	FEBRUARY 2008	APRIL 2008	JULY 2008	OCTOBER 2008	DECEMBER 2008
Sailing World Only	Cruising World Only	CW & SW	CW & SW	CW & SW	CW & SW
Boat of the Year Award Winners	Winter Boat Show Issue	Spring Fitting-Out Buyers Guide	Summer Specials	Boat-Show Buyers Guide	Holiday Gift Guide
5,000 Bonus Distribution at Winter Shows	5,000 Bonus Distribution at Winter Shows	5,000 Bonus Distribution at Spring Shows	2,500 Bonus Distribution at Boat Builder Rendezvous	7,500 Bonus Distribution at Fall Boat Shows	Safety at Sea

AD CLOSING DEADLINE:

November 5, 2007 December 3, 2007 February 4, 2008 May 5, 2008 August 4, 2008 October 3, 2008

RATES & REQUIREMENTS

Order all 5 Issues NOW - Participation is easy and affordable!

Provide us with new or existing camera-ready display or are we can produce ads for you. To place your order call your regional sales manager today and send your materials to *Cruising World* or *Sailing World* (please specify), Lindsey Martins, Advertising Services Manager, 55 Hammarlund Way, Middletown, RI 02842, tel: 401-845-5124, email to adservice@cruisingworld.com or ad service@sailing-world.com or go to Retail Advertising Buyers Guide listed under Advertise Information on our websites.

www.cruisingworld.com/

www.sailingworld.com/

RATES

4/C, Net

Your Best Rate!

BOTH CRUISING WORLD & SAILING WORLD

	1 Issue	2 Issues	3 Issues	All 5 Issues
1/4 Page	\$2,365	\$2,160	\$2,000	\$1,895
1/8 Page	\$1,395	\$1,280	\$1,155	\$1,120

CRUISING WORLD ONLY

1/4 Page	\$1,625	\$1,470	\$1,385	\$1,300
1/8 Page	\$1,010	\$925	\$840	\$810

SAILING WORLD ONLY

1/4 Page	\$1,005	\$930	\$840	\$805
1/8 Page	\$540	\$500	\$445	\$435

Act Now! Call Your Regional Sales Manager Today

● **Michael Tamulaites**

New England & Northern Europe
(401) 845-5146
michael.tamulaites@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**

Classifieds & Special Sections Manager
(401) 845-5140
michelle.roche@bonniercorp.com

● **Jennifer Davies**

Special Sections Sales
(401) 845-5152
jennifer.davies@bonniercorp.com

● **Ted Ruegg**

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

● **Jan Peterson**

Southeast & Caribbean
(252) 728-7884
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● **Sally Helme**

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

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