

2008

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 and cruising markets
- 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.

Annual	Sailing World	Cruising World
Unique Visitors	1,099,044	702,744
Visits	1,567,464	936,276
Page Views	4,621,620	2,500,108

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.

- Male/Female: 94% / 6%
- Married: 79%
- Median Age: 54
- Average Years Sailing: 25
- Average HHI: \$179,000
- Average Net Worth: \$1,397,000

Source: Cruising World, Sailing World and The Sailing Company 2003 Subscriber Study, Clear Research, Inc., Oceanside, NY



BONNIER
MARINE GROUP

ADVERTISING OPPORTUNITIES COMMON TO ALL PAGES

1 TOP LEADERBOARD AD

728 X 90

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

2 PREMIUM LARGE SQUARE AD

300 X 250

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

3 SPECIAL OFFERS LINK

- 5 spots right column middle
- Text-only, one-line links
- Common to all pages*

4 BOTTOM LEADERBOARD AD

728 X 90

- Bottom of page
- Maximum 4 advertisers in rotation
- Common to all pages*

HOME PAGE ONLY

5 PREMIUM PARTNER VIDEO AD

180 X 150

- Right column middle
- Appears in rotation
- Only available with purchase of Premium Partner Video Channel



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

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 the 'Sailing WORLD' logo and 'CRUISING WORLD' logo. Below that, a search bar and various menu items like 'HOME', 'SUBSCRIBE', 'CALENDAR', etc. are visible. The main content area displays search results for 'Regatta'. On the left side of the search results, there is a vertical sidebar with a red box containing the number '1', indicating the placement of a skyscraper ad. The search results themselves consist of several article snippets with titles and brief descriptions, such as 'Chinese Baine Funds for Children's Life' and 'Another Carmax Workshop Makes a Splash'. On the right side, there are promotional banners for 'CRUISING WORLD 2008 Calendar' and 'COOL CRUISING GEAR WATERSMAKERS'. At the bottom right, there is a 'FREE Special Offer' section with a form for users to request 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

The screenshot shows the Cruising World website interface. At the top, there are navigation links and a search bar. The main content area features an article titled "Old Boatyard Gets New Look" with a photo of a boatyard. A red box highlights a banner advertisement for "COOL CRUISING GEAR" located within the article's text area. The banner includes the text "COOL CRUISING GEAR" and "Click here for special promotional offers". Below the article, there is a "Cruiser's Comments" section with a form for user input. At the bottom of the page, there is a "Site Map" section with various links.



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

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

468 X 60

- Top of page or content area
- 1 advertiser per issue
- Inbox delivery to targeted audience

2 VERTICAL BANNER

120 X 240

- Right-hand column placement
- Max. 4 advertisers in rotation
- Inbox delivery to targeted audience

CUSTOM EMAIL

- Advertiser's logo and website link
- Customer advertiser-supplied message
- Inbox delivery to targeted audience



SOURCEBOOK BUSINESS DIRECTORY

1 PREMIUM PARTNERSHIP OPPORTUNITIES

- Custom advertiser-supplied message
- Lead-generating opportunity
- Contact form

MAIN PAGE



CATEGORY PAGE



PARTNER PAGE



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



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 Logout. Below this is a banner for '11 OF 12 AC SYNDICATES CHOSE HARKEN'. The main content area features a table of forum threads under the heading 'Cruising World Forums'. The table has columns for Forum, Last Post, Thread, and Posts. The threads listed are all related to '7,000 Solar Powered Voyage' and 'Racing Skills Exchange'. On the right side of the page, there are several advertisements, including a 'Your Voice' ad, a 'Newsletter' ad, a 'Gingular's Micro Net' ad, a 'Celebrate your passion!' ad, and a 'CARD HORIZON' ad. A red box highlights the 'Your Voice' ad, and another red box highlights the 'Newsletter' ad.

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

PHOTO GALLERY

SPONSORSHIP

1 FULL BANNER AD

728 X 90

- Maximum 4 advertisers in rotation

1



Pasha Seatimer
Cartier

Sailing WORLD PHOTOS



Photo: 2 of 9

[+ Enlarge This Image](#)

Photo by: ACM 2007 / Carlo Borlenghi
America's Cup themes figured prominently in the "fallas" built for this year's Falla Nou Campanar in Valencia, Spain.