PASSION. ADVENTURE. LIFE.

Cruising World is your passport to the sailing life. Our mission is to inform and entertain experienced, committed sailors and boat owners who own cruising sailboats that measure 30 to 70 feet in length. Whether their plans center around a Caribbean sabbatical, a coastal excursion, or an open-ended voyage around the world, we will nurture their dreams with practical how-to information and compelling features presenting real-life cruising stories and fascinating destinations.
BRAND OVERVIEW

60,000
Circulation

9x
Frequency

1974
Year Established

*Cruising World's audience is comprised of sailors who are actively researching boats, the latest gear and how-to information. Using research and database management, we can identify, surface and activate high-value participants across all of our media channels in order to drive tangible results.*
Demographic

- **AVERAGE HOUSEHOLD INCOME**: $227,900
- **AVERAGE NET WORTH**: $1.8 Million
- **AVERAGE AGE**: 59
- **87% Male / 10% Female**
- **85% BOAT OWNERS**
- **NUMBER OF SAILBOATS OWNED**: 1.9
- **PLAN TO CHARTER IN THE NEXT 24 MONTHS**: 36%

Sailing Activities

- **NUMBER OF YEARS SAILING**: 26 Years
- **65 Days**: AVERAGE NUMBER OF DAYS SPENT SAILING (ANY) IN THE PAST 12 MONTHS
- **SAILING ACTIVITIES IN PAST 12 MONTHS**
  - **75%**: DAY SAILING
  - **65%**: WEEKEND/COASTAL CRUISING
  - **24%**: LIVEABOARD
  - **24%**: LIVEABOARD
- **SAILING NUMBERS**
  - **140**: DAYS SPENT AS LIVEABOARD
  - **35’**: AVERAGE LENGTH OF BOAT
  - **27%**: HAVE CHARTERED IN THE PAST 24 MONTHS
  - **28%**: PLAN TO PURCHASE NEW BOAT IN NEXT 24 MONTHS

**Audience Profile**

Cruising World’s audience across all channels (print, web, social & email) represents active, affluent cruising enthusiasts who come to us looking for the latest tips, boat reviews and information on gear & equipment. They know we deliver the expert information needed to pursue their passions and map out their next journey.
<table>
<thead>
<tr>
<th>January/February 2021</th>
<th>March 2021</th>
<th>April 2021</th>
<th>May 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Boat of the Year 2021</strong></td>
<td><strong>Winter Projects</strong></td>
<td><strong>Spring Fitting Out</strong></td>
<td><strong>Summer Sailing/Sailboat</strong></td>
</tr>
<tr>
<td>On Sale Date: 12/22/20</td>
<td>On Sale Date: 2/23/21</td>
<td>On Sale Date: 3/23/21</td>
<td>Systems and Sails On Sale Date: 4/20/21</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June/July 2021</td>
<td>Annual Charter Issue</td>
<td>September 2021</td>
<td>October 2021</td>
</tr>
<tr>
<td><strong>Multihulls</strong></td>
<td><strong>Annual Guide to Sailing</strong></td>
<td><strong>Sailing South</strong></td>
<td><strong>New Sailboat Showcase</strong></td>
</tr>
<tr>
<td>On Sale Date: 5/25/21</td>
<td>Vacations**</td>
<td>On Sale Date: 8/17/21</td>
<td>On Sale Date: 9/21/21</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>November/December 2021</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Safety at Sea/Sail Green</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>On Sale Date: 11/23/21</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>January/February 2022</strong></td>
<td></td>
<td><strong>Boat of the Year 2022</strong></td>
<td></td>
</tr>
<tr>
<td>On Sale Date: 12/21/21</td>
<td></td>
<td>On Sale Date: 12/21/21</td>
<td></td>
</tr>
</tbody>
</table>

*Calendar subject to change
PRINT SPECIFICATIONS
Trim Size: 8.375” x 10.875”
Binding: Perfect Bound, Jog to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. If you require a spot color, please contact your production manager for specifications.

AD SIZES: Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

REQUIRED FORMAT: PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

PROOFS: Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send an SWOP-certified proof. To send a proof for internal color approval, please send a Web Technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web SWOP-certified proof.

LAYOUT/PRODUCTION NOTES:
Allow .25 in. safety area within TRIM on all 4 sides (no live matter). Ensure that crop marks are offset .125 in. from bleed. The Gear Guide is now offered in all issues.

AD MATERIAL SUBMISSIONS
Ad files should be submitted via our Ad Portal at adportal.bonniercorp.com.

For ads supplied electronically, advertiser must supply an additional content proofing jpg. We do not accept ads via e-mail. Electronic files are stored for one year only, unless otherwise requested in writing.

SEND ALL OTHER MATERIALS TO:
CRUISING WORLD MAGAZINE
Attn: Shari Smith
480 N. Orlando Ave., Suite 236
Winter Park, FL 32789

PRODUCTION CONTACT
407-571-4794
Shari.Smith@bonniercorp.com

2021 CLOSING DATES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
<th>Ad Close</th>
<th>Ad Materials Due</th>
<th>On Sale Print</th>
<th>On Sale Tablets</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February 2021</td>
<td>Boat of the Year</td>
<td>11/2/20</td>
<td>11/3/20</td>
<td>12/22/20</td>
<td>12/21/20</td>
</tr>
<tr>
<td>May 2021</td>
<td>Boat Toys/Fun on the Water</td>
<td>3/1/21</td>
<td>3/2/21</td>
<td>4/20/21</td>
<td>4/19/21</td>
</tr>
<tr>
<td>September 2021</td>
<td>Sailing South/Fall Boat Show Preview</td>
<td>6/28/21</td>
<td>6/29/21</td>
<td>8/17/21</td>
<td>8/16/21</td>
</tr>
<tr>
<td>October 2021</td>
<td>New Boat Showcase</td>
<td>8/2/21</td>
<td>8/3/21</td>
<td>9/21/21</td>
<td>9/20/21</td>
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</tr>
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</table>

2021 PRINT SPECIFICATIONS

PRODUCTION GUIDELINES
For all bleed ads: Build file to trim size and add .125 in. bleed on all 4 sides. Ensure that crop marks are offset .125 in. from bleed.

Allow .25 in. safety area within trim on all 4 sides (no live matter)

Spread ads: Supply in a single document

MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES
PHOTOS: Supplied images should be high res (300 dpi) in CMYK. B/W images must be high res (300 dpi) grayscale. Images supplied in RGB will be converted to CMYK.

LOGOS: Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi. Native files supplied for corrections/adjustments, must be accompanied by the fonts and links used in those files. (Recommended: use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

INDEX:

- Full Page
- 2/3 Page
- 1/3 Page
- 1/2 Page
- 1/4 Page
- Island

- FULL PAGE
- 2/3 PAGE
- 1/3 PAGE
- 1/2 PAGE
- ISLAND
- 1/4 PAGE
- 1/8 PAGE

PRINT SPECIFICATIONS
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PRODUCTION CONTACT
407-571-4794
Shari.Smith@bonniercorp.com
2021 DIGITAL AD SPECS

STANDARD GUIDELINES:
These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)
• Google Ad Manager is used to serve all Bonnier Corp Advertisements
• There is a 24-hour turnaround time once all creatives are submitted to Online Advertising Operations
• All ad units must launch a new browser window when clicked
• All static ads types are accepted (.jpg, .gif, .swf, .html)
• Max initial load file size should not exceed 150k
• Below is a list of the most commonly used third party vendors. For a complete list of approved vendors please contact Bonnier. Bonnier has the ability to serve third party tags that are not on the list of approved vendors but we will not be able to track click-throughs.

Approved Third Party Ad Tags
- Atlas
- Bluestreak Google Ad
- Manager Interpools
- Mediaplex

Approved Third Party Rich Media
- Eyeblaster
- EyeReturn
- Eyewonder
- Pointroll
- Unicast

THIRD PARTY SPECIFICATIONS
• Third Party tags should be served via JavaScript Ad calls, not iframes
• Audio needs be user initiated with a clearly recognizable on/off button
• All floating ad units should have a clearly recognizable close button
• Max initial load file size should not exceed 30k
• Additional polite download should not exceed 80k
• Frame rate per second should not exceed 18fps
• Animation length should not exceed 15 seconds

EXPANDING ADS
Most Common Sizes:
- 728 x 90
- 300 x 250

Expanded Dimension:
- 728 x 225
- 400 x 390; 300 x 600; 600 x 250

MOUSE OVER/MOUSE OFF
• Ad should expand upon mouse over or click on expand button
• Ad should retract upon mouse off or clicking a close button
• If the ad expands with user click, the panel still must retract when mouse is removed
• Any sound should be user initiated by click, not mouse

HTML5 AD UNITS:
• HTML5 should be provided as a Zip bundle with all assets included in the zip folder.
• HTML5 creatives must be SSL compatible to serve to HTTPS sites
• Use the size meta tag to indicate the intended size for your creative and ensure your creative renders at the right dimensions: <meta name="ad.size" content="width=[x],height=[y]">
• HTML5 creatives can only have fixed dimensions (e.g., 300x250, 728x90, 320x50, etc.). Dynamic sizes such as “Fluid” aren’t supported.
• We do not recommend hard-coded click through URLs in the asset because it prevents Google Ad Manager from tracking clicks. Below is an example of how the click tag should appear.

HTML5 CLICK TAG EXAMPLE
A click tag should be inserted in the <head> of an HTML document. See this example:

```
<head>  
<meta name="ad.size" content="width=300,height=250">  
<script type="text/javascript">  
var clickTag = "http://www.google.com";  
</script>  
</head>
```

In the body of your HTML document, your creative must use the click tag variable as the click-through URL:

```
<a href="javascript:void(window.open(clickTag))">  
<img src="images/dclk.png" border=0>  
</a>
```

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David Gillespie, Caribbean  
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