Sailing World connects the community of racing sailors through words, images and shared experiences. Across many mediums, it explores the sailor’s passion and showcases the lifestyle, destinations and technology. It links knowledge-hungry participants to the sport’s top experts, providing un-rivaled instructional content.
Sailing World’s audience is comprised of sailors who are actively researching the newest gear, techniques 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
$268,700

AVERAGE NET WORTH
$2.6 Million

AVERAGE AGE
57

AVERAGE NUMBER OF BOATS OWNED
2

BOAT OWNERS
84%

90% Male / 8% Female

SAILING ACTIVITIES

NUMBER OF YEARS SAILING
32 Years

AVERAGE NUMBER OF DAYS SPENT SAILING (ANY) IN THE PAST 12 MONTHS
45 Days

SAILING ACTIVITIES IN PAST 12 MONTHS

80% DAY SAILING

90%

48% HANDICAP RACING (PHRF, ETC.)

48%

36%

33% ONE DESIGN RACING - KEELBOATS

25% OFFSHORE DISTANCE RACING

44% WEEKEND/COASTAL CRUISING

33%

38%

PLAN TO PURCHASE A NEW BOAT IN NEXT 24 MONTHS (HHI $150K+)

PLAN TO CHARTER IN NEXT 24 MONTHS

AUDIENCE PROFILE

SAILING WORLD’s audiences across all channels (print, web, social & email) are masters of the sport. They represent active, affluent sailing enthusiasts who come to us looking for the latest tips, techniques and information on gear & equipment. They know we deliver the expert information needed to pursue their passion for the sport.
2021 EDIT CALENDAR

**SPRING 2021**
- Offshore Racing Package
- Beginner Guide to Foiling
- America’s Cup Update
  - On Sale Date: 3/1/21

**SUMMER 2021**
- Grand-Prix Racing
- Super Yachts
- Olympic Preview
  - On Sale Date: 5/31/21

**FALL 2021**
- The American Racing Landscape: Clubs to Classes to Trends
  - On Sale Date: 8/30/21

**WINTER 2022**
- Boat of the Year
  - On Sale Date: 12/27/21

*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. For ads requiring 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 a Web Coated SWOP 2006 certified proof.

INSERTS: Consult your advertising representative. Production, design and prepress services are available; rates upon request.

If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Ad materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.

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.

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 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. CMYK. For ads requiring a spot color, please contact your production manager for specifications.

For ads supplied electronically, advertiser must supply an additional content proofing jog. Electronic files are stored for one year only, unless otherwise requested in writing.

AD MATERIAL SUBMISSIONS

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

SEND ALL OTHER MATERIALS TO:
SAILING WORLD
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>SPACE CLOSE</th>
<th>MATERIAL DUE</th>
<th>IN HOME DATE</th>
<th>ON TABLETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter ’21</td>
<td>America’s Cup 36 Special Issue</td>
<td>11/8/20</td>
<td>11/20/20</td>
<td>12/28/20</td>
<td>12/28/20</td>
</tr>
<tr>
<td>Fall ’21</td>
<td>The American Racing Landscape: Clubs to Classes and Trends</td>
<td>7/23/21</td>
<td>7/27/21</td>
<td>8/30/21</td>
<td>8/30/21</td>
</tr>
<tr>
<td>Winter ’22</td>
<td>Boat of the Year</td>
<td>11/17/21</td>
<td>11/19/21</td>
<td>12/27/21</td>
<td>12/27/21</td>
</tr>
<tr>
<td>Spring ’22</td>
<td>TBD</td>
<td>1/21/22</td>
<td>1/25/22</td>
<td>2/28/22</td>
<td>2/28/22</td>
</tr>
</tbody>
</table>
**2021 DIGITAL AD SPECS:**

**STANDARD GUIDELINES:**
These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)
- Google Tag 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 on
- 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.

**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

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

**MATERIAL CONTACT:**
Danielle Bennett
danielle.bennett@bonniercorp.com
Phone: 407-571-4920

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**AD UNIT** | **DIMENSIONS** | **FILE SIZE** | **FILE TYPE**
---|---|---|---
Leaderboard | 728 x 90 Pixels | 72 dpi, 150 kb max | gif, jpg, png, html5
Medium Rectangle | 300 x 250 Pixels | 72 dpi, 150 kb max | gif, jpg, png, html5
Pushdown Unit Condensed | 970 x 90 Pixels | 72 dpi, 150 kb max | gif, jpg, png, html5
Pushdown Unit Expanded | 970 x 250 Pixels | 72 dpi, 150 kb max | gif, jpg, png, html5
eNews Med Rectangle | 300 x 250 Pixels | 72 dpi, 150 kb max | gif, jpg
Custom eBlas | 600 Pixels Wide | 72 dpi, 150 kb max | html
Video Hosting | 608 x 300 pixels | 150 mb max | flv, avi, mov
Mobile Leaderboard | 320 x 50 Pixels | 72 dpi, 150 kb max | gif, jpg, png, html5
Billboard | 970 x 250 Pixels | 72 dpi, 150 kb max | gif, jpg, png, html5
Half Page | 300 x 600 Pixels | 72 dpi, 150 kb max | gif, jpg, png, html5