

An aerial photograph of a tropical island with a vibrant coral reef. The water transitions from deep blue to shallow turquoise. Four white yachts are scattered around the island. The text 'CRUISING WORLD' is prominently displayed in white serif font, with 'MEDIA GUIDE' in a smaller sans-serif font below it.

CRUISING WORLD

MEDIA GUIDE

Image Credit: Jon Whittle



Image Credit: Walter Cooper

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

9x
Frequency

405,500+
Total Brand Footprint

1974
Year Established

* ALL ISSUES ARE AVAILABLE ON TABLETS AND EREADERS, INCLUDING THE IPAD, NOOK AND KINDLE.
* TOTAL BRAND FOOTPRINT INCLUDES PRINT EDITION/PASS-ALONG, DIGITAL EDITION ON TABLETS/EREADERS, AND DIGITAL/SOCIAL IMPRESSIONS.



 @cruisingworld

 Cruising World Magazine

 @cruisingworldmag

111,800+
Avg. Monthly
Page Views

68,700+
Avg. Monthly
Unique Page Views

164,480+
Social Media
Audience

24,000
Custom Email
Subscribers

35,000
Editorial eNews
Subscribers

Cruising World's audience is comprised of sailors who are actively researching boats, the latest gear and how-to information, and planning their next adventure—whether through chartering opportunities or exploring new destinations. 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.

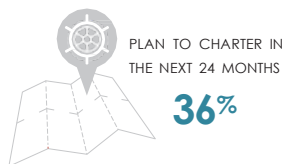
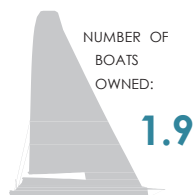
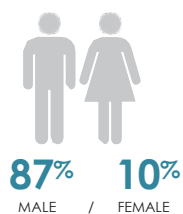
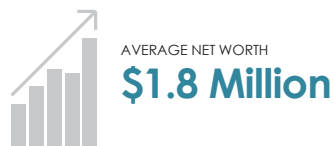


Image Credit: Walter Cooper

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.

Demographics



Sailing Activities



SAILING ACTIVITIES IN PAST 12 MONTHS



SAILING NUMBERS



<p>JANUARY/FEBRUARY 2026</p> <p>BOAT OF THE YEAR PREVIEW Boathandling & Seamanship</p> <p>Ad Close: 11/3/25 Ad Materials Due: 11/4/25 On Sale Date: 12/15/25</p>	<p>MARCH 2026</p> <p>NEAR-SHORE CRUISING Spring Commissioning</p> <p>Ad Close: 1/5/26 Ad Materials Due: 1/6/26 On Sale Date: 2/16/26</p>	<p>APRIL 2026</p> <p>BLUEWATER CRUISING New Gear & Electronics</p> <p>Ad Close: 2/2/26 Ad Materials Due: 2/3/26 On Sale Date: 3/16/26</p>	<p>MAY 2026</p> <p>COMPETITIVE SAILING Sails & Rigging</p> <p>Ad Close: 3/9/26 Ad Materials Due: 3/10/26 On Sale Date: 4/20/26</p>
<p>JUNE/JULY 2026</p> <p>THE MULTIHULL ISSUE Topsides & Hull Maintenance</p> <p>Ad Close: 4/6/26 Ad Materials Due: 4/7/26 On Sale Date: 5/18/26</p>	<p>AUGUST 2026</p> <p>BEST OF CHARTER & ISLANDS CRUISING Onboard Systems & Engine Upkeep</p> <p>Ad Close: 6/8/26 Ad Materials Due: 6/9/26 On Sale Date: 7/20/26</p>	<p>SEPTEMBER 2026</p> <p>FALL BOAT SHOW SPECIAL Buying & Selling/Brokerage</p> <p>Ad Close: 7/6/26 Ad Materials Due: 7/7/26 On Sale Date: 8/17/26</p>	<p>OCTOBER 2026</p> <p>NEW BOAT PREVIEW & BOAT OF THE YEAR AWARDS Annual Haulout Guide</p> <p>Ad Close: 8/3/26 Ad Materials Due: 8/4/26 On Sale Date: 9/14/26</p>
<p>NOVEMBER/DECEMBER 2026</p> <p>GREAT DESTINATIONS Winter Maintenance</p> <p>Ad Close: 9/8/26 Ad Materials Due: 9/8/26 On Sale Date: 10/19/26</p>	<p>JANUARY/FEBRUARY 2027</p> <p>BOAT OF THE YEAR PREVIEW Safe Boating & Education</p> <p>Ad Close: 10/30/26 Ad Materials Due: 11/2/26 On Sale Date: 12/14/26</p>		

*Calendar subject to change

CONTACT

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Image Credit: Jon White

CRUISING
WORLD

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: Firecrown 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.

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%.

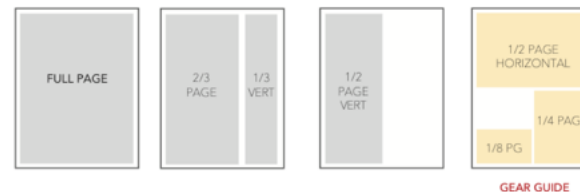
AD SIZES	NON-BLEED	BLEED	TRIM
Full Page	7.825" x 10.375" (199mm x 264mm)	8.625" x 11.125" (219mm x 283mm)	8.375" x 10.875" (212mm x 276mm)
2-Page Spread	16.25" x 10.375" (413mm x 264mm)	17" x 11.125" (432mm x 283mm)	16.75" x 10.875" (425mm x 276mm)
2/3 Page Vert.	4.5" x 9.5" (114mm x 241mm)	5.25" x 11.125" (134mm x 283mm)	5" x 10.875" (127mm x 276mm)
1/2 Page Vert.	3.5" x 9.5" (89mm x 241mm)	4.25" x 11.125" (108mm x 283mm)	4" x 10.875" (101mm x 276mm)
1/2 Page Horiz.	7.25" x 4.75" (184mm x 120mm)	8.625" x 5.45" (219mm x 139mm)	8.375" x 5.2" (212mm x 132mm)
1/3 Page Vert.	2.25" x 9.5" (57mm x 241mm)	2.95" x 11.125" (75mm x 283mm)	2.7" x 10.875" (68mm x 276mm)
1/4 Page Sq.	3.5" x 4.75" (89mm x 120mm)		
BROKERAGE/CHARTER/GEAR GUIDE ONLY			
1/2 Page Horiz.	7.25" x 4.75" (184mm x 120mm)		
1/2 Page Vert.	3.5" x 9.5" (89mm x 241mm)		
1/4 Page Sq.	3.5" x 4.75" (89mm x 120mm)		
1/8 Page Horiz.	3.5" x 2.35" (89mm x 58mm)		

LAYOUT/PRODUCTION NOTES:

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

Ensure crop marks are .125" outside of the bleed, or do not include.

The Gear Guide is now offered in ALL issues.



2026 CLOSING DATES

Issue	Ad Close	Ad Materials Due	In Home & On Tablets
January/February 2026	11/3/25	11/4/25	12/15/25
March 2026	1/5/26	1/6/26	2/16/26
April 2026	2/2/26	2/3/26	3/16/26
May 2026	3/9/26	3/10/26	4/20/26
June/July 2026	4/6/26	4/7/26	5/18/26
August/Charter 2026	6/8/26	6/9/26	7/20/26
September 2026	7/6/26	7/7/26	8/17/26
October 2026	8/3/26	8/4/26	9/14/26
November/December 2026	9/8/26	9/8/26	10/19/26
January/February 2027	10/30/26	11/2/26	12/14/26

AD MATERIAL SUBMISSIONS

Ad files should be submitted via our Ad Portal:
firecrown.sendmyad.com

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:
Shari Smith
shari.smith@firecrown.com