

# CRUISING WORLD

MEDIA GUIDE



Image Credit: Bavaria Yachts





## 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

**53,000**

Circulation

**9x**

Frequency

**1974**

Year Established

\* ALL ISSUES ARE AVAILABLE ON TABLETS AND EREADERS, INCLUDING THE IPAD, NOOK AND KINDLE.



 @cruisingworld

 Cruising World Magazine

 @cruisingworldmag

**189,000**

Avg. Monthly  
Page Views

**105,000**

Avg. Monthly  
Unique Page Views

**156,000+**

Social Media  
Audience

**40,000**

Custom Email  
Subscribers

**55,000**

Editorial eNews  
Subscribers

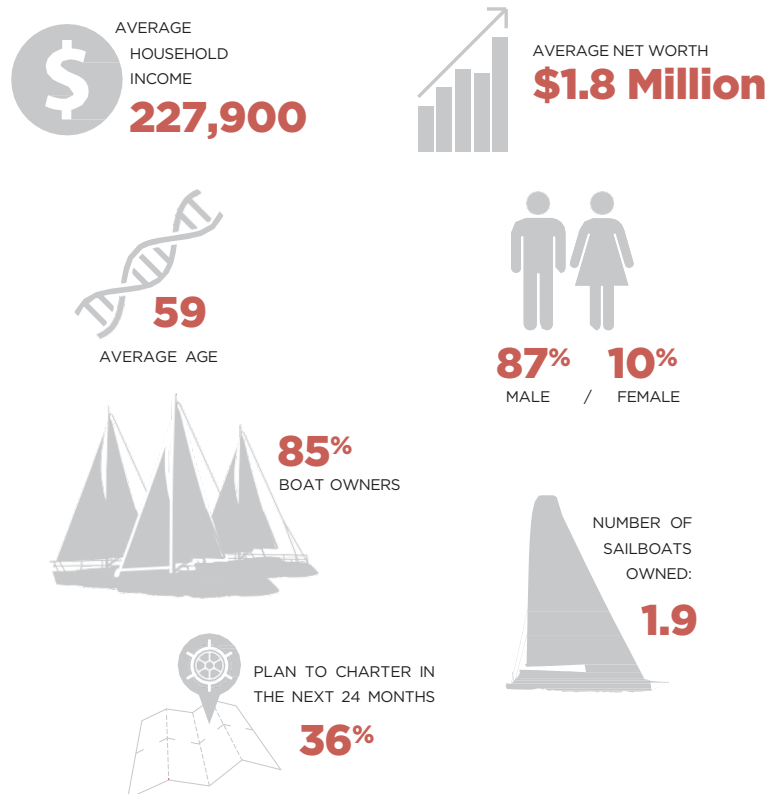
*Cruising World's* audience is comprised of sailors who are actively researching boats, the latest gear and how-to information. Using research and database management, we can identify, surface and activate high-value participants across all of our media channels in order to drive tangible results.



## 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.

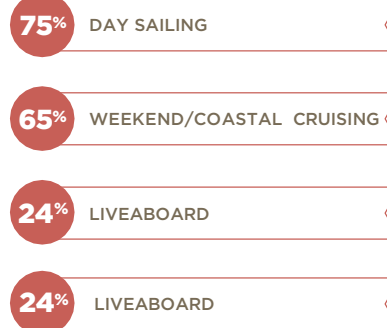
### Demographic



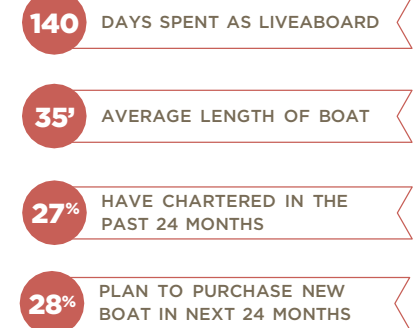
### Sailing Activities



#### SAILING ACTIVITIES IN PAST 12 MONTHS



#### SAILING NUMBERS





### JANUARY/FEBRUARY 2024

Boat of the Year 2024

Ad Close: 11/3/23  
Ad Materials Due: 11/6/23  
On Sale Date: 12/26/23

### MARCH 2024

Global Cruising,  
Sails and Rigging

Ad Close: 1/8/24  
Ad Materials Due: 1/9/24  
On Sale Date: 2/27/24

### APRIL 2024

Competitive Cruising,  
Spring Commissioning

Ad Close: 2/5/24  
Ad Materials Due: 2/6/24  
On Sale Date: 3/26/24

### MAY 2024

Innovation & Education,  
Electronics Overhaul

Ad Close: 3/4/24  
Ad Materials Due: 3/5/24  
On Sale Date: 4/23/24

### JUNE/JULY 2024

Multihulls,  
Islands Cruising,  
Topsides & Hull Maintenance

Ad Close: 4/8/24  
Ad Materials Due: 4/9/24  
On Sale Date: 5/28/24

### AUGUST 2024

Charter - The Ultimate  
Vacation Afloat,  
Systems & Engine Upkeep

Ad Close: 6/3/24  
Ad Materials Due: 6/4/24  
On Sale Date: 7/23/24

### SEPTEMBER 2024

Fall Boat Shows,  
The Thorny Path,  
Boat Buyer's Bible

Ad Close: 7/1/24  
Ad Materials Due: 7/2/24  
On Sale Date: 8/20/24

### OCTOBER 2024

New Boat Showcase,  
50 Years of Cruising World,  
Haul Out Guide

Ad Close: 8/5/24  
Ad Materials Due: 8/6/24  
On Sale Date: 9/24/24

### NOVEMBER/DECEMBER 2024

Offshore/Nearshore  
Adventures,  
Top Gear & Safety Essentials,  
Winter Maintenance

Ad Close: 9/9/24  
Ad Materials Due: 9/10/24  
On Sale Date: 10/29/24

### JANUARY/FEBRUARY 2025

Boat of the Year 2025,  
Interior Makeovers

Ad Close: 11/4/24  
Ad Materials Due: 11/5/24  
On Sale Date: 12/24/24



## CONTACT

**DAVID CARR**, PUBLISHER

954-594-7655 | [david.carr@bonniercorp.com](mailto:david.carr@bonniercorp.com)

**PARKER STAIR**, ASSOCIATE PUBLISHER

865-599-9791 | [parker.stair@bonniercorp.com](mailto:parker.stair@bonniercorp.com)

**RON MARTIN**, SENIOR ACCOUNT MANAGER

954-415-9372 | [ron.martin@bonniercorp.com](mailto:ron.martin@bonniercorp.com)

**GREG WYCKOFF**, SOUTHEAST ADVERTISING MANAGER

954-980-0106 | [greg.wyckoff@bonniercorp.com](mailto:greg.wyckoff@bonniercorp.com)

**TERRY JACOME**, SENIOR ACCOUNT MANAGER

954-646-5482 | [terry.jacome@bonniercorp.com](mailto:terry.jacome@bonniercorp.com)

**BRIAN LUKE**, MARKETPLACE SALES

407-619-5120 | [brian.luke@bonniercorp.com](mailto:brian.luke@bonniercorp.com)

**JENNA HARBOUR**, MARKETING MANAGER

[jenna.harbour@bonniercorp.com](mailto:jenna.harbour@bonniercorp.com)

Image Credit: Bavaria Yachts