

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

9x
Frequency

523,000+
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

199,000
Avg. Monthly
Page Views

119,000
Avg. Monthly
Unique Page Views

159,600+
Social Media
Audience

40,000
Custom Email
Subscribers

55,000
Editorial eNews
Subscribers

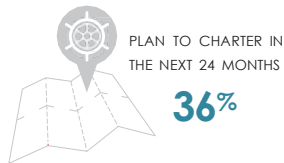
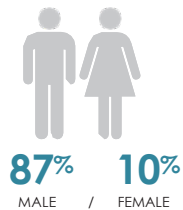
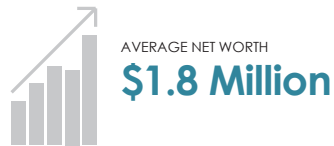
Cruising World's audience is comprised of sailors who are actively researching boats, the latest gear and how-to information, and planning their next adventure—whether through chartering opportunities or exploring new destinations. Using research and database management, we can identify, surface and activate high-value participants across all of our media channels in order to drive tangible results.



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



JANUARY/FEBRUARY 2025 BOAT OF THE YEAR 2025 Offseason Upgrades Ad Close: 11/4/24 Ad Materials Due: 11/5/24 On Sale Date: 12/16/24	MARCH 2025 GLOBAL CRUISING Sails & Rigging Ad Close: 1/6/25 Ad Materials Due: 1/7/25 On Sale Date: 2/17/25	APRIL 2025 INNOVATION & EDUCATION Spring Commissioning Ad Close: 2/3/25 Ad Materials Due: 2/4/25 On Sale Date: 3/17/25	MAY 2025 COMPETITIVE CRUISING, RACES & REGATTAS Electronics Overhaul & New Gear Ad Close: 3/3/25 Ad Materials Due: 3/4/25 On Sale Date: 4/14/25
JUNE/JULY 2025 MULTIHULLS Topsides & Hull Maintenance Ad Close: 4/7/25 Ad Materials Due: 4/8/25 On Sale Date: 5/19/25	AUGUST 2025 CHARTER & ISLANDS CRUISING Onboard Systems & Engine Upkeep Ad Close: 6/2/25 Ad Materials Due: 6/3/25 On Sale Date: 7/14/25	SEPTEMBER 2025 FALL BOAT SHOWS Buying & Selling/Brokerage Ad Close: 6/30/25 Ad Materials Due: 7/1/25 On Sale Date: 8/11/25	OCTOBER 2025 NEW BOAT SHOWCASE Annual Haulout Guide Ad Close: 8/4/25 Ad Materials Due: 8/5/25 On Sale Date: 9/15/25
	NOVEMBER/DECEMBER 2025 OFFSHORE ADVENTURE & SAFETY Winter Maintenance Ad Close: 9/8/25 Ad Materials Due: 9/9/25 On Sale Date: 10/20/25	JANUARY/FEBRUARY 2026 BOAT OF THE YEAR 2026 Offseason Upgrades Ad Close: 11/3/25 Ad Materials Due: 11/4/25 On Sale Date: 12/15/25	

*Calendar subject to change



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Image Credit: Bavaria Yachts

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