

An aerial photograph of a tropical island. In the foreground, a white catamaran is sailing on clear, turquoise water. The water transitions from light blue to deeper blue as it approaches a shoreline. The island's terrain is lush green, leading up to a prominent, jagged mountain peak with a sharp, pointed summit. The sky is bright blue with scattered white clouds. The text 'CRUISING WORLD' is overlaid in large, white, serif font, and 'MEDIA GUIDE' is overlaid in a smaller, white, sans-serif font below it.

CRUISING WORLD

MEDIA GUIDE



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

218,000
Avg. Monthly
Page Views

117,000
Avg. Monthly
Unique Visitors

156,000+
Social Media
Audience

40,000
Custom Email
Subscribers

55,000
Editorial eNews
Subscribers

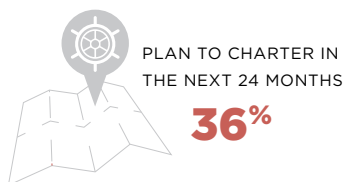
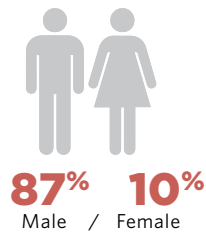
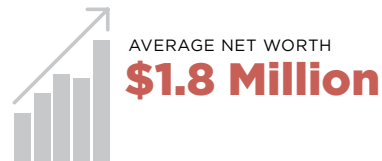
Cruising World's audience is comprised of sailors who are actively researching boats, the latest gear and how-to information. Using research and database management, we can identify, surface and activate high-value participants across all of our media channels in order to drive tangible results.



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 IN PAST 12 MONTHS



JANUARY/FEBRUARY 2023

Boat of the Year 2023

Ad Close: 11/4/22
Ad Material Due: 11/7/22
On Sale Date: 12/20/22

MARCH 2023

Winter Projects

Ad Close: 1/9/23
Ad Material Due: 1/10/23
On Sale Date: 2/21/23

APRIL 2023

Spring Fitting Out

Ad Close: 2/6/23
Ad Material Due: 2/7/23
On Sale Date: 3/21/23

MAY 2023

Summer Sailing/Sailboat Systems and Sails

Ad Close: 3/6/23
Ad Material Due: 3/7/23
On Sale Date: 4/18/23

JUNE/JULY 2023

Multihulls

Ad Close: 4/10/23
Ad Material Due: 4/11/23
On Sale Date: 5/23/23

AUGUST CHARTER ISSUE

Annual Guide to Sailing Vacations

Ad Close: 6/5/23
Ad Material Due: 6/6/23
On Sale Date: 7/18/23

SEPTEMBER 2023

Sailing South

Ad Close: 6/30/23
Ad Material Due: 7/3/23
On Sale Date: 8/15/23

OCTOBER 2023

New Sailboat Showcase

Ad Close: 8/7/23
Ad Material Due: 8/8/23
On Sale Date: 9/19/23

NOVEMBER/DECEMBER 2023

Safety at Sea/Sail Green

Ad Close: 9/11/23
Ad Material Due: 9/12/23
On Sale Date: 10/24/23

JANUARY/FEBRUARY 2024

Boat of the Year 2024

Ad Close: 11/3/23
Ad Material Due: 11/6/23
On Sale Date: 12/19/23

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