



BONNIER
Corporation
SAILING WORLD

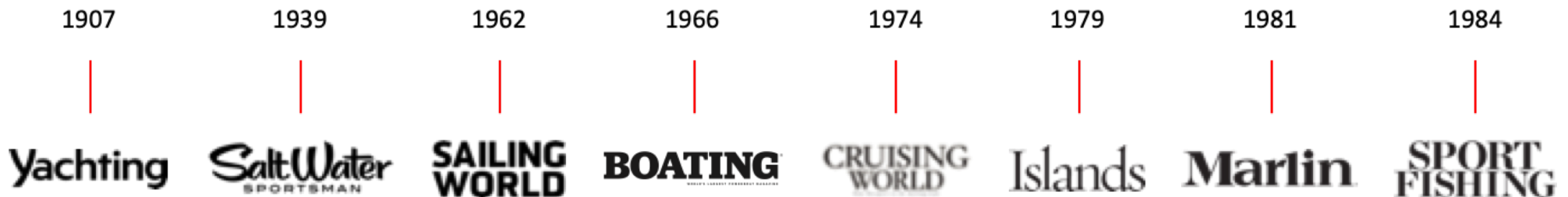
**MEDIA KIT FOR
HELLY HANSEN SAILING WORLD REGATTA SERIES**

WHO IS BONNIER? WHAT IS THEIR REACH?

TO TELL THAT STORY, YOU NEED TO KNOW BONNIER.

At Bonnier, the water is kind of our thing. It doesn't start or stop with just sailing, though we do love to talk about our expansive audience of both racing and cruising sailors - but more on that later. Our brands encompass every marine passion under the sun, literally. From those just seeking out their recreational boaters license to master anglers registering for their umpteenth tournament, Bonnier provides the expertise, inspiration and drive that keeps our audiences curiously exploring not only their chosen marine passion, but new ones as well.

Collectively, the Bonnier family of marine media brands has been in the business of learning, inspiring and educating ocean lovers for 476 years. That's a lot of boats, miles of rope, countless waves, billions of fish caught, and too many experiences to count. The Bonnier family of brands reaches over 6,000,000 enthusiasts from every marine passion on every platform imaginable.



THE BONNIER SNAPSHOT



Email Opt-Ins:
48,800

Issues per Year:
12

Print Distribution:
67,000

Social Media
Followers:
423,000+



Email Opt-Ins:
51,500

Issues per Year:
9

Print Distribution:
55,000

Social Media
Followers:
156,000+



Email Opt-Ins:
65,000

Issues per Year:
9

Print Distribution:
100,000

Social Media
Followers:
242,600+



Email Opt-Ins:
93,700

Issues per Year:
8

Print Distribution:
110,000

Social Media
Followers:
322,600+



Email Opt-Ins:
24,100

Issues per Year:
4

Print Distribution:
20,000

Social Media
Followers:
354,600+



Email Opt-Ins:
42,800

1 Special Issue
Published per Year

Social Media
Followers:
442,900+



Email Opt-Ins:
24,000

Issues per Year:
7

Print Distribution:
25,000

Social Media
Followers:
274,800+



Email Opt-Ins:
75,300

Social Media
Followers:
830,900+

BONNIER'S SAILING GROUP



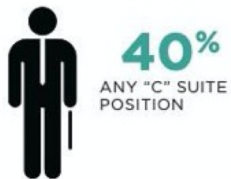
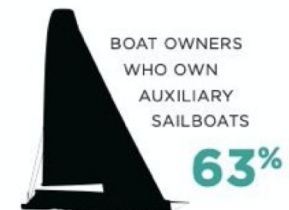
Bonnier is North America's leading media and event company showcasing the elite sport of sailing.

- Engaging **1.2 Million sailors each month** through *Sailing World* and *Cruising World*
- Influencing this audience through Events, Email marketing, Digital media, Social Media, Print and Custom Content
- The "Go To" Experts in Sailing
- Owners and organizers of the largest sailing series in North America, the Sailing World Regatta Series f/k/a the National Offshore One Design Regattas

OUR ENTHUSIASTIC AUDIENCE

The most affluent, engaged and enthusiastic sailors participate in this Sailing World Regatta Series. Competitors and their families are often avid outdoor enthusiasts, enjoy traveling, and consume media across all channels: print, digital, video, virtual and so forth.

DEMOGRAPHICS





GAINING MOMENTUM WITH NATIONAL AUDIENCE AT SAILING WORLD REGATTA SERIES

The Helly Hansen *Sailing World* Regatta Series is the only nationwide series of multi-class regattas in North America - now in its 34th year!

This series of 3-4 day events deliver hands-on interaction to active, affluent sailing enthusiasts coast-to-coast at prestigious yacht clubs in key markets.

Each event kicks off with a registration night, followed by 3 full days of racing, and social activities each evening.

St. Petersburg Yacht Club, February 18-20

Coronado & San Diego Yacht Clubs, March 25-27

Annapolis Yacht Club, April 12-15

Chicago Yacht Club, June 10-12

Boston Yacht Club (Marblehead, MA), July 28-31

Participation: Average per event: 125+ boats, 2000+ sailing competitors, enthusiasts, and yacht club members



Bonnier Events Introduces Helly Hansen Sailing World

Regatta Series

Newport, RI (February 1, 2022) — With the 2022 racing season now underway, Bonnier Events continues to build on the rich tradition of the iconic brand of Sailing World magazine and its long-running racing series by introducing the rebranded Helly Hansen Sailing World Regatta Series.

Featuring both a new name and event branding, the Helly Hansen Sailing World Regatta Series will kick off its 33rd season in St. Petersburg in February. Formerly called the National Offshore One-Design Regatta, the format was an immediate success with its unique concept of racing level in larger production boats, its unrivaled post-racing social experiences and its professional race management. The Sailing World Regatta Series grew nationally and remains the most popular weekend racing series in the United States.

The Helly Hansen Sailing World Regatta Series today encompasses more than larger one-design raceboats. Embracing popular fleets at each location, the regatta series now

features many different boat types: dinghies, multihulls, and keelboats that race under established handicap systems.

This year's series will travel to St. Petersburg, Fla.; San Diego; Annapolis, Md.; Chicago; and Marblehead, Mass., thanks to the premier host yacht clubs located in these renowned sailing venues.

The Helly Hansen Sailing World Regatta Series will continue the traditions that have made it a sailor-favorite series like its post-racing parties and social events at each yacht club, and awarding one top-finishing team at each regatta a chance to compete in the overall season championship, held in the British Virgin Islands in October.

"The Helly Hansen Sailing World Regatta Series has grown exponentially since its inception and now reaches a very broad audience. It only made sense to evolve with the all-inclusive nature of our events," said Sarah Renz, Director for Sailing Events, Bonnier Corp. "The sport has evolved dramatically since Sailing World started this series more than 30 years ago, and our goal is to reflect the evolution in our name and branding. It remains a national series, but there's now much more than just offshore one-designs. With the support of our longtime partner, Helly Hansen, we can't wait to get the 2022 season underway."

In 2022, the regatta series will feature races for cruising sailors, long-distance sailors, one-design fleets, handicap keelboat classes, dinghies and even remote-control sailboat racing.

Competitors can expect the ever-popular social events with new and exciting additions to the nightly parties.

More information, including registration and race updates for the series can be found at www.sailingworld.com/regatta-series.

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Helly Hansen Sailing World Regatta Series

Created in 1988, the National Offshore One-Design Regatta was an immediate success

with its unique concept of racing level in larger production boats, its unrivaled post-racing social experiences and its professional race management. The Helly Hansen Sailing World Regatta Series grew nationally and remains the most popular weekend racing series in the United States. The Sailing World Regatta Series today encompasses more than larger one-design race boats. Embracing popular fleets at each location, the Regatta Series now features many different boat types: dinghies, multihulls, and keelboats that race under established handicap systems. Sponsors and partners continue to enjoy nightly event-based activation at each yacht club with a targeted and passionate sailing audience.



For 2022, the Helly Hansen Sailing World Series will host five regattas: St. Petersburg, Florida, San Diego, Annapolis, Maryland, Chicago, Illinois and Marblehead, Massachusetts. All events are supported by premier host yacht clubs located in these renown sailing venues. At the conclusion of each regatta, one top-finishing team is selected to compete in the overall season championship, held in the British Virgin Islands in October. The Regatta Series is owned and managed by Sailing World, a Bonnier Corp. property. Follow the Series - www.sailingworld.com/regattaseries #SailingWorld #RegattaSeries #HellyHansen #HHNOOD.



About Sailing World

Sailing World is the authority on competitive and performance sailing, serving its passionate audience since 1962 with award-winning storytelling and instructional content. Delivered through its quarterly print publication and numerous genre-leading digital channels and national regatta series, Sailing World's coverage embraces the entirety of the sport, showcasing its champions, its technology and equipment and the racing lifestyle.

About Bonnier Corp.

Bonnier Corp. is an American outdoor adventures company with a broad portfolio of experiential events, supported by iconic media brands. Notable brands include Boating, Off-Road Expo, Yachting, Sand Sports Super Show and Salt Water Sportsman, among others. Bonnier Corp. is owned by Sweden-based Bonnier AB, a globally operating media conglomerate.



HELLY HANSEN SAILING WORLD REGATTA SERIES MEDIA RESOURCES

- A directory of images is available upon request
- On-site access is available to approved media
- On-board access for press must be scheduled in advance
- Photo boat opportunities will be available to accredited photographers with release of images to the event
- On-site interviews may be given with advance scheduling
- Interviews with Yacht Club Flag Officers and Personnel, Competitors, and Organizers must be coordinated through the Regatta Series
- Please contact Sarah Renz with Media requests
- Folder with Media assets may be found [here](#).

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