

BLUE WATER Sailing media

THE VOICE OF EXPERIENCE



Integrated media solutions
for the new economy

bwsailing.com • cruisingcompass.com • multihullsquarterly.com

BLUE WATER Sailing media

“Your magazine has everything I’ve been looking for”

Mark B.

“I love BWS! You take me sailing every month”

Al B.

“This keeps my dream going”

Linda W.

Welcome to Blue Water Sailing Media. Our magazines and websites offer advertisers access to the best educated, most affluent and committed sector of the sailing population. Our readers are the buyers and owners of offshore-quality sailboats and multi-hulls, and are thus the core consumers in the marketplace, spending \$25,000 or more annually on their sailing passion (above the cost of their boats).

- *Blue Water Sailing* magazine is the mainstay of Blue Water Sailing Media. Now in its 16th year of publication, *BWS* reaches serious readers across North America and in 50 countries.
- www.bwsailing.com is *BWS*'s online resource for up-to-date news and notes from the cruising and sailing community, boat review archives, and other articles, videos and services of interest to marine consumers.
- *Multihulls Quarterly* covers the multihull side of the cruising life. *MQ* articles range from destination pieces and daysailer reviews to round the world racing news and notes.
- www.multihulls.com was designed as a companion piece to *MQ*. *MQ*'s blog offers a lively forum for news and debates on everything from bridgedeck clearance to America's Cup rules.
- www.cruisingcompass.com offers subscribers a free, weekly fix of cruising news and notes, technical advice, Mindbender contests, recipes and event listings.

mission statement

401-847-7612 • 747 Aquidneck Ave. Suite 201 • Middletown RI 02842

bwsailing.com • cruisingcompass.com • multihullquarterly.com

BLUE WATER Sailing

Blue Water Sailing was founded by circumnavigators George and Rosa Day, who spent five years sailing and cruising their Mason 43 ketch around the world. From its inception, *BWS* was designed to offer great sailing stories and advice from cruisers and to provide real world solutions for sailors who need to fit out their cruising boats to meet the rigors of the ocean.

Blue Water Sailing's audience of owners and buyers of offshore quality yachts spend more annually on their boats than any other magazine readership. They buy gear, equipment, electronics, sails, paint, insurance, clothing, running and standing rigging. The average *BWS* family spends more than \$25,000 annually over the cost of their boat in the sailing market.

Circulation: 52,000

Frequency: Monthly

Blue Water Sailing Readers

Average age	53
Male subscribers	66%
Female subscribers	34%
Average household income	\$217,360
Average net worth	\$2,055,400
College degree	78%
Post-graduate degree	47%
Married	73%
Own a business/practice	39%
Annual sailing budget	\$25,800
Own a boat over 30 feet	80%
Own a boat over 40 feet	29%
Average LOA of boats	41'3"
Number of days onboard	62
Have bareboat chartered	72%

Advertisement production sizes

Ad	Width	Height
Trim size (keep live matter .50-inch inside trim)		
Full page	8.125"	10.875"
Two-page spread	16.25"	10.875"
Junior spread	16.25"	4.750"
Bleeds (allow minimum .125-inch bleed)		
Full page	8.375"	11.125"
Two-page spread	16.50"	11.125"
Junior spread	16.50"	5.50"
Half page spread	8.20"	5.50"
Fractional ads		
Half-page island	4.43"	7.50"
Half-page horizontal	6.75"	4.75"
Half-page vertical	3.30"	9.63"
Third-page square	4.43"	4.75"
Third-page vertical	2.13"	9.63"
Quarter-page vertical	3.30"	4.75"
Quarter-page horizontal	6.75"	2.40"
Eighth page	3.30"	2.40"

Display Advertising Rates

Blue Water Sailing is printed in full color.

Advertisement	12x	6x	1x
Two-page spread	\$5800	\$6600	\$7300
Full	3900	4400	4900
Junior spread	3900	4400	4900
Two-thirds	3100	3500	3900
Half island	2300	2600	2900
Half	2100	2400	2700
Third	1800	2000	2300
Quarter	1400	1600	1800
Sixth	1200	1300	1500
Eighth	900	1000	1100

Covers

Back cover	6000	5500	5000
Inside front cover	5500	5000	4500
Inside back cover	5500	5000	4500

Chandlery: Format ads for gear, equipment, products and services. **Charter:** Features charter companies, sailing schools, cruising vacations and more. **Brokerage:** Highlights boats for cruisers and liveaboards.

Color Rates

	12x	6x	1x
Full spread	\$2200	\$2600	\$2800
Full	1375	1500	1650
Half spread	1375	1500	1650
Half	950	1000	1100
Quarter	660	770	900
Eighth	325	325	325

Classifieds: \$70 per column inch

blue water sailing

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MQ

multihulls
quarterly

**“Finally!
An informative
magazine just
for multihull
enthusiasts.
It’s been a
long wait!”**
Steve M.

**“Dreamy pictures,
inspiring stories,
and tris and cats
galore - what’s
not to love about
MQ?”**
Callum S.

MQ-Multihulls Quarterly is the natural evolution of cruisers’ increasing interest in multihull coverage. A decade ago, *BWS* noticed that more and more cruising couples and adventurous crews were sailing and living aboard modern cats and tris, and that charter companies were adding an impressive number of multihulls to their fleets. In reaction, we began publishing a dedicated multihull section in the magazine four times a year. Soon, we realized that wasn’t enough—the demand for a standalone multihull magazine was overwhelming.

The premier issue of *MQ-Multihulls Quarterly* was launched in February 2009. Published in February, May, August and November as a supplement to *Blue Water Sailing*, *MQ* focuses on all things multihull: catamarans, trimarans, cruising, racing, gear, unique destinations and much more. Our commitment to multihulls and multihull cruising is both longstanding and enthusiastic.

MQ is the **only** multihull magazine published in North America to be delivered in print format, and is now available in digital format via Zinio.

MQ’s advertising rates and ad sizes are the same as those for *Blue Water Sailing*.

Circulation: 52,000
Frequency: Quarterly

WEBSITE
multihullsquarterly.com

multihulls quarterly

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BLUE WATER Sailing & MQ

2012 Editorial & Supplement Calendar

MONTH	SPECIAL SECTION I	TOPICS	SPECIAL SECTION II	SUPPLEMENT
January	Power, batteries	Alternative power sources	Dream destinations	
February	Electronics	Navigation, safety, communications		Multihulls Quarterly
March	Summer sailing guide	Chartering, sailing schools		
April	Hands-on fitting out	Do-it-yourself upgrades, installations, maintenance	Efficient sailing, building skills	
May	Well-dressed sailor	Sailing apparel	Pacific Northwest cruising	Multihulls Quarterly
June	Northeast cruising		Entertaining on board	
July	Pocket cruisers	35 feet and under		
August	World sailing adventures	Charter, expeditions, sailing schools		Multihulls Quarterly
September	Boat show preview	New boats and gear	Chesapeake Bay cruising	
October	Fitting out, upgrading, electronics	Get ready for offshore cruising	Charter deals	
November	Green issue	Energy conservation, green products	Florida cruising	Multihulls Quarterly
December	The fun issue	Toys onboard	Holiday gift guide	

In 2012, *Blue Water Sailing* will publish 12 monthly issues plus *MQ - Multihulls Quarterly* magazine as a supplement to the February, May, August and November issues.

Advertising Closing Dates

Blue Water Sailing — Advertising insertion orders are due on the first of the month two months preceding the publication date - January 1 for the March issue.

MQ - Multihulls Quarterly — Insertion orders are due on the first of the month two months preceding publication date.

editorial calendar

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BLUE WATER Sailing media

Blue Water Sailing Media's websites offer cruisers, offshore sailors and multihull enthusiasts online resources that complement and enhance the print version of the magazines. With news updates of interest to cruisers plus video links, picture galleries and extensive archives of past articles, www.bwsailing.com and www.multihullsquarterly.com attract an audience of sailors, cruisers, boat owners and buyers who are seeking authoritative information.

About bwsailing.com and multihullsquarterly.com users:

- 89% live in North America
- 78% are male
- 86% own boats (94% of these own sailboats)
- Average LOA of primary boats owned is 36'9"
- 78% have college degrees
- 47% have graduate or professional degrees
- The median income is \$162,000
- The average household income is \$217,000
- Median net worth is \$2,055,400

About bwsailing.com and multihullsquarterly.com:

- 36,000 page views monthly
- 22,000 unique visits monthly
- The average reader spends 2.5 hours online per day
- 28.4% of readers click-through to advertisers' websites every month
- Full archives of all past issues plus daily news items, boat reviews, gear and equipment articles, videos, and cruisers' photos
- Google PageRank of 5 (Rated "High")
- *Blue Water Sailing* is followed on Facebook by more than 2,300 fans (and growing)

Advertising Rates (Home Pages/Monthly):

Small tile	(300 by 160 pixels)	\$ 400
Medium tile	(300 by 320 pixels)	\$ 600
Tall tile	(300 by 480 pixels)	\$ 750
Narrow banner	(650 by 160 pixels)	\$ 800
Wide banner	(950 by 160 pixels)	\$1,200

Advertisers can place large banners strategically on the home page and in special sponsored banner slots throughout the website.

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Cruising Compass

The Weekly e-Newsletter for Sailors & Cruisers

Cruising Compass is a free weekly digest for boaters, sailors and cruisers. Every issue delivers news and notes from America's coastlines and around the world, plus tips on seamanship and reviews of cool new boats, gear, services and more.

Readership: Cruising Compass is delivered free to 26,000 opt-in readers, primarily in North America, who have signed up to be part of the boating, sailing and cruising community.

The Website: Every week, Cruising Compass is also posted on its website at www.cruisingcompass.com, where back issues are archived.

Advertising: Cruising Compass carries text ads in the e-newsletter. Tile and banner ads are displayed on the website.

Ad rates (weekly) for Cruising Compass e-newsletter:

The publishers will run up to four text ads and two Boat of the Week ads in each edition of the e-newsletter. Ads must be no longer than 100 words and must be approved by the publishers. The publisher reserves the right to reject ads that are inappropriate, offensive or inaccurate.

Pricing per ad per week: \$400.

Ad rates (monthly) for Cruising Compass website:

Tile ads		Banner ads	
160 x 160 pixels	\$400	650 x 160 pixels	\$800
160 x 320 pixels	\$600	950 x 160 pixels	\$1200
160 x 480 pixels	\$750		

MEET THE READERS

Cruising Compass attracts mature, affluent, well-educated readers who are committed to boat ownership, sailing and the sailing lifestyle.

Average age	46
Male subscribers	62%
Female subscribers	38%
College graduate	81%
Live aboard	10%
Cruise weekends/vacations	46%
Planning to cruise	30%
Own a boat over 30 feet	68%
Own a boat over 40 feet	24%
Own a boat over 50 feet	5%
Have bareboat chartered	43%

E-NEWSLETTER WEBSITE

cruisingcompass.com

Circulation: 26,000

Frequency: Weekly

Privacy Policy: Cruising Compass and Blue Water Sailing LLC will maintain private the e-mail address and traffic of its opt-in readers.

cruisingcompass.com

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