

BLUE WATER SAILING

media



George Day

100,000+ miles



Andrew Cross

15,000+ miles



Bill Biewenga

400,000+ miles

THE VOICES OF EXPERIENCE LEAD THE WAY



David Burch

70,000+ miles



Amanda Swan Neal
John Neal

270,000 miles
313,000 miles



Rebecca Childress
Patrick Childress

30,000 miles
90,000 miles

Integrated media solutions
for the sailing market

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 19th year of publication, *BWS* reaches serious sailors across North America and around the world.
- 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.

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BLUE WATER SAILING

magazine

Blue Water Sailing was founded by circumnavigators George and Rosa Day, who spent five years sailing 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: 53,500

Frequency: Monthly

Blue Water Sailing Readers

Average age	53
Male subscribers	71%
Female subscribers	29%
Average household income	\$227,360
Average net worth	\$2,155,400
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%
Keep back issues	67%

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

Back of the Book

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
one column width: 1.56 inches
two column width: 3.28 inches

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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 magazine 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.

Published in February, May, August and November as a supplement to *Blue Water Sailing*, with 10,000 on newsstands, too, *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** regularly published multihull magazine in North America and is now available in digital format via Zinio.com.

Circulation: 53,500 Frequency: Quarterly

Display Advertising Rates

Multihulls Quarterly is printed in full color.

Two-page spread	\$3000
Full	2000
Half	1250
Quarter	675

Covers

Back cover	3000
Inside front cover	2500
Inside back cover	2500

Charter/Brokerage Rates

Full spread	\$1500
Full	950
Half	700

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2015 Editorial & Supplement Calendar

MONTH	<i>BWS</i> SPECIAL SECTION I	<i>BWS</i> SPECIAL SECTION II	<i>MQ</i>	CC
January	Navigation & Electronics	Rallies		Navigation & Electronics
February	Communications		Miami Boat Show Preview	Communications
March	Summer Sailing Guide			Summer Sailing Guide
April	Fitting Out			Fitting Out
May	Safety at Sea		Safety at Sea	Safety at Sea
June	Performance Sailing			Performance Sailing
July	Pocket Cruisers			Pocket Cruisers
August	World Sailing Adventures		World Sailing Adventures	World Sailing Adventures
September	Boat Show Preview			Boat Show Preview
October	Fitting Out	Charter Deals		Fitting Out
November	The Energy Issue		Energy	Energy
December	Gift Guide/Fun Issue	Charter Deals		Fun

In 2015, *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. Ads due the 15th of the month.

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

Cruising Compass — Monday preceding the Thursday run

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Website Advertising

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* has 3100+ Facebook fans (and growing)

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 \$227,000
- Median net worth is \$2,155,400

650 x 80
banner ad

300 x 425
tile ad

300 x 250
tile ad

300 x 80
tile ad

Advertising Rates (Home Pages/Monthly):

		<i>BWS</i>	<i>MQ</i>
Small tile	(300 by 160 pixels)	\$ 495	\$ 295
Medium tile	(300 by 250 pixels)	\$ 695	\$ 425
Tall tile	(300 by 480 pixels)	\$ 895	\$ 525
Narrow banner (650 by 160 pixels)		\$1,250	\$1,250

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-Journal for Sailors & Cruisers

650 x 80
banner ad

160 x 320
tile ad

160 x 180
tile ad

160 x 120
tile ad

Ad rates (monthly) for Cruising Compass website:

Tile ads

160 x 120 pixels \$495
160 x 180 pixels \$695
160 x 320 pixels \$895

Banner ads

650 x 80 pixels \$1,250

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

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, can include one image 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.

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%

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.

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