



## Editorial Calendar

“We publish *BWS* to inspire and empower cruising sailors.” (George Day, Publisher)

*Blue Water Sailing* is edited by and for cruising sailors who aspire to and actually do sail over the horizon to new landfalls, whether that be along our coasts or across the oceans. *BWS* covers all aspects of seamanship, safety, weather and technology in every issue. Plus, the magazine and website inspire readers with true cruising stories from cruisers out sailing all over the world. The magazine publishes highly regarded reviews of boats and gear that readers keep as enduring references.

### Blue Water Sailing

### Multihulls Quarterly

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MONTH	FEATURES	FEATURES
January/February	Chicago & Miami sailboat show previews; marine electronics; navigation	
March	Summer sailing & vacation guide: sailing schools, charters, expeditions	
Spring MQ		Miami boat show preview of cruising sail and power multihulls; marine electronics & communications
April	Fitting out a cruising boat: gear, sails, onboard systems, electronics, communications. Destination Feature: The Chesapeake Bay	
May	Safety at sea, seamanship, safety equipment, apparel. Destination Feature: Pacific Northwest	
Summer MQ		The multihull brokerage market; learning multihull skills: schools, charters, professionals
June/July	Pocket cruisers; safety at sea: gear, techniques, seamanship. Destination Feature: New England	
August	Annual world sailing adventures guide: charters, sailing schools, expeditions	
Fall MQ		Fall boat show preview of new boats & gear, winter charter guide for the Bahamas and Caribbean
September	Fall sailboat show preview: new boats & gear	
October	Annapolis sailboat show special edition; winter sailing vacations	
November/December	Energy afloat; holiday gift guide; special charter deals and updates. Destination Feature: Florida & The Bahamas	
Winter MQ		Annapolis sailboat & powerboat shows: preview of new boats at the shows; Intracoastal waterway guide for multihull cruisers

#### Advertising Closing Dates

*BWS* - *Blue Water Sailing*: Advertisements are due on the 15th of the month two months preceding the publication date – January 15 for the March issue.

In 2018, *Blue Water Sailing* will publish 9 issues plus *MQ* – *Multihulls Quarterly* magazine as a supplement to the February, May, August and November issues.

**PUBLISHER**  
George Day  
Ph: 401-847-7612  
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**ADVERTISING DIRECTOR**  
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**bwsailing.com • multihullsquarterly.com • cruisingcompass.com**

# BLUE WATER SAILING

magazine

## Blue Water Sailing Readers

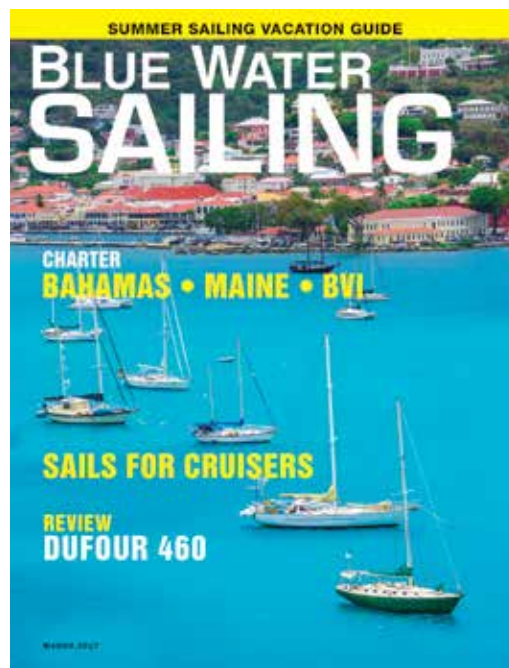
Average age	55
Male subscribers	71%
Female subscribers	29%
Average household income	\$227,360
Average net worth	\$2,155,400
College degree	78%
Post-graduate degree	47%
Married	73%
Own a business/practice	39%
Annual sailing budget	\$25,800
Own a boat over 30 feet	80%
Own a boat over 40 feet	29%
Average LOA of boats	41'3"
Number of days onboard	62
Have bareboat chartered	72%
Keep back issues	67%

## Rate Card 2018

**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.

<b>Circulation:</b>	<b>48,580</b>
<b>Print:</b>	<b>37,890</b>
<b>Digital:</b>	<b>2,250</b>
<b>Newsstand:</b>	<b>4,217</b>
<b>Free:</b>	<b>4,223</b>

Frequency: 9 x /year



## 2018

### Advertisement production sizes for *Blue Water Sailing*

#### Display Advertising Rates

Blue Water Sailing is printed in full color.

Advertisement	9 x	5x	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

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"

#### 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.

Rates	10x	5x	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

Ads should be sent as high resolution PDFs to [sandy@bwsailing.com](mailto:sandy@bwsailing.com). Ads over 21 MBs should be sent via [weTransfer.com](http://weTransfer.com)

#### PUBLISHER

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[bwsailing.com](http://bwsailing.com) • [multihullquarterly.com](http://multihullquarterly.com) • [cruisingcompass.com](http://cruisingcompass.com)

# 2018

## Website Advertising:

# www.bwsailing.com

*Blue Water Sailing's* website hosts the editorial archives of the magazine as a valuable resource for cruisers everywhere. Plus new stories and news items are posted daily

### About bwsailing.com:

- 61,500 page views monthly
- 38,000 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 11,000+ Facebook fans (and growing)



### About the online readers:

- 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 \$174,000
- The average household income is \$227,000
- Median net worth is \$2,155,400

**650 x 120  
banner ad**

**300 x 300  
tile ad**

**300 x 425  
tile ad**

### Advertising Rates ( Home Pages/Monthly): *BWS*

Medium tile	(300 by 300 pixels)	\$ 495
Tall tile	(300 by 425 pixels)	\$ 625
Banner	(650 by 120 pixels)	\$ 795

### Advertorial rates (weekly) for *Cruising Compass* e-journal:

The publisher will run up to five text ads and a Boat of the Week ad in each edition of the e-newsletter. Ads must be no longer than 100 words, may include a logo and one image. Ads must be approved by the publisher.

**Pricing per ad per week: \$400.**

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## Cruising Compass

The Weekly e-Journal and website  
for Sailors & Cruisers

**Cruising Compass' website and weekly e-journal attract an affluent world wide audience of well-educated sailors who are committed to boat ownership, sailing and the cruising lifestyle.**

### Readership Demographics

Av. age	46	U.S.	72%
Male	71%	Canada	13%
Female	29%	Europe	10%
College grad.	81%	Caribbean/	
Live aboard	12%	South America	03%
Offshore	31%	World	2%
Coastal	87%		
Boat 30' +	68%		
Boat 40' +	24%		
Boat 50' +	5%		
Sailboat	91%		
Powerboat	9%		
Have chartered	43%		



### Readership Metrics

<b>Weekly e-journal</b>	
Free distribution by email	26,750
Open rate	30%
Click thru rate	49%

### Website: [cruisingcompass.com](http://cruisingcompass.com)

Monthly unique visits	42,300
Monthly page views	61,220
Av. time on site	3 minutes, 10 seconds
Advertising click thru rate	33%

**650 x 120  
banner ad**

### Ad rates (monthly) for *Cruising Compass* website and e-journal:

Tile ads		Banner	
160 x 160 pixels	\$425	650 x 120 pixels	\$ 795
160 x 320 pixels	\$545		

### Advertorial rates (weekly) for *Cruising Compass* e-journal:

The publisher will run up to five text ads and a Boat of the Week ad in each edition of the e-newsletter. Ads must be no longer than 100 words, may include a logo and one image. Ads must be approved by the publisher.

**Pricing per ad per week: \$400.**

**160 x 320  
tile ad**

**160 x 160  
tile ad**

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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# MQ **MULTIHULLS** QUARTERLY

*Multihulls Quarterly* is America's premier multihull magazine. Published quarterly as a supplement to *Blue Water Sailing* magazine and distributed on newsstands across North America, *MQ* delivers an audience of multihull aficionados who are the buyers and owners of modern cruising catamarans and trimarans, both power and sail. *MQ* comes out with the February, May, August and November issues of *BWS*.



**Circulation Total: 46,150**  
 Print (to BWS subscribers): 38,500  
 Digital version (zinio.com): 2,400  
 Newsstand: 1,750  
 Controlled/Boat Shows: 3,500

**Online: [www.multihullsquarterly.com](http://www.multihullsquarterly.com)**  
 Unique visits monthly 12,800  
 Page views monthly 33,500  
 Av.Time on site 2 minutes, 30 seconds

## 2018

### Advertising Rates: Display

	1x	2x	3x	4x
Two-page spread	\$3000	\$2700	\$2340	\$2200
Full Page	\$2000	\$1900	\$1800	\$1700
Half page	\$1250	\$1150	\$950	\$850
Quarter	\$675	\$595	\$535	\$495

### Advertising Rates: Covers

Back cover	\$3000	\$2700	\$2340	\$2200
Inside front cover	\$2500	\$2250	\$1950	\$1750
Inside back cover	\$2500	\$2250	\$1950	\$1750

### Advertising Rates: Brokerage & Charter

Two-page spreads	\$1500	\$1400	\$1325	\$1275
Full page	\$950	\$900	\$850	\$800
Half page	\$700	\$630	\$570	\$525

## Advertisement production sizes for *Blue Water Sailing*

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)		
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Eighth page	3.30"	2.40"

## Website Advertising

**Banner (650 x 120) \$495**  
**Tall Tile (160 x 320) \$395**  
**Small Tile (160 x 160) \$295**

*Ads should be sent as high resolution PDFs to [sandy@bwsailing.com](mailto:sandy@bwsailing.com). Ads over 21 MBs should be sent via [weTransfer.com](http://weTransfer.com)*

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