

# BLUE WATER Sailing

*Blue Water Sailing's* website offers cruisers and offshore sailors online resources that both complement and enhance the print version of the magazine. With daily news updates of interest to cruisers, plus instant local weather, video links, picture galleries and the extensive archives of articles, [bwsailing.com](http://bwsailing.com) attracts an audience of sailors, boat owners (and buyers) and cruisers who are seeking authoritative information.

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

## About [bwsailing.com](http://bwsailing.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](http://bwsailing.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
- [www.bwsailing.com](http://www.bwsailing.com) hosts full archives of all past issues plus daily news items, boat reviews, gear & equipment articles, videos and cruisers' photos
- Google PageRank of 5 (Rated 'High')
- *Blue Water Sailing* is followed on Twitter and Facebook by more than 1,700 fans (and growing)

## Monthly visitors: 22,000

*Blue Water Sailing's* website, [www.bwsailing.com](http://www.bwsailing.com), is the magazine's online resource for up-to-date news and notes from the cruising and sailing community. Plus, the site has a complete archives of *BWS* boat reviews, *Premier Cruising Boats*, and other articles, videos and services of interest to consumers.

# [www.bwsailing.com](http://www.bwsailing.com)

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

[www.bwsailing.com](http://www.bwsailing.com)

[www.cruisingcompass.com](http://www.cruisingcompass.com)