

CRUISING COMPASS

2020 media kit

*The weekly e-newsletter
for Sailors & Cruisers*



Editorial Mission:

Weekly E-newsletter & Website

Cruising Compass was founded 13 years ago and has expanded its audience to include sailors and cruisers all across North America and in dozens of ports around the world. The e-newsletter is designed to provide its opt-in audience a fun, informative and interesting selection of new editorial content and aggregated stories from around the marine world.

Original boat and gear reviews, seamanship articles and tech reports have the authority of *Cruising Compass'* experienced editors and authors. Our choice of aggregated stories highlights all that is fun, funny, interesting or scary in the sailing and cruising life. We make it informative, fun, interactive and real.

www.cruisingcompass.com

The screenshot shows the homepage of the Cruising Compass website. At the top is a dark navigation bar with white text for: HOME, BLUE WATER SAILING, MULTIHULLS TODAY, SUBSCRIBE, MEDIA ADVERTISING & RATES, ARCHIVES, and CONTACT US. Below the navigation bar is a main content area with a dark blue header for "DOCK TALK".

On the left side of the main content area, there is a large image of a yacht's hull being lifted by a yellow crane. Below this image is a "DOCK TALK" sub-header and the article title "Getting Ready to Head Down Under Ranger Gets a Refit". The article text begins with "(Boat International) - The Dutch yard Vitters has just relaunched Ranger, the 135-foot J Class yacht after a major refit. The yacht was overhauled in anticipation of the ...". At the bottom of this article is the date "On December 20, 2019" and the author "By Sandy Parks".

In the center of the main content area, there is another "DOCK TALK" sub-header and the article title "20 Minutes Into Its Maiden Voyage in 1628 the Vasa Sank. Why?". The article text begins with "(BBC News) - The story of the Vasa has fascinated historians for years. The boat sank on its maiden voyage and lay submerged for 300 years. Today the ...". At the bottom of this article is the date "On December 20, 2019" and the author "By Sandy Parks".

On the right side of the main content area, there are two vertical advertisements. The top one is for "Johnson C. Sherman Johnson Co., Inc." with a logo of a sailboat and contact information: "East Haddam, Connecticut, USA" and "800.874.7455". The bottom one is for "Abaco STRONG #rebuildabaco" featuring a lighthouse and the text "WE WILL SAIL AGAIN IN 2020! VISIT cruiseabaco.com FOR UPDATES".

At the bottom right of the screenshot, there is a partial view of a blue boat's hull with a white stripe and a play button icon overlaid on it.

Leading the Way in Digital Publishing

The reading habits of sailors and cruisers around the world have changed dramatically in the last decade. We continually survey our audiences and find that 72% get most of their information and entertainment related to sailing and cruising in some kind of digital format. 66% of the general sailing audience already receives and reads e-newsletters. And, they also tell us that they prefer to receive e-newsletters with solid, interesting content on sailing once a week and not every day.

Cruising Compass' audience of 29,800 sailors and cruisers is all opt-in. That means they responded to a promotion, read the newsletter and then entered their name and email so they would continue to receive *Cruising Compass* every Thursday morning.

With weekly reader surveys on topics of interest to all boat owners, sailors and cruisers, plus our Photo of the Week and the Mindbender quiz, readers interact with the e-newsletter and are members of the *Cruising Compass* community.

Circulation

Weekly E-newsletter	29,800 opt-in subscribers
Average Open Rate	32%

Cruising Compass Website	
Average Monthly Unique Visitors	32,650
Average Page Views	4 per visit
Average Time on the Website	3.7 minutes



Advertising Rates

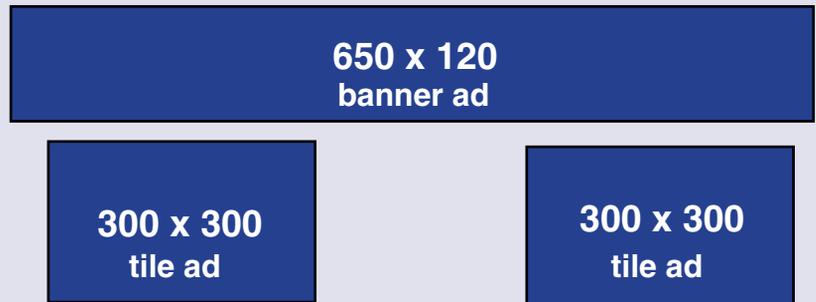
Tiles & Banners

Banner ad: 650 by 120 pixels

\$695 per month (CPM \$17)

Tile ad: 300 by 300 pixels

\$495 per month (CPM \$12)



Advertorials

Advertorials run on a weekly basis are written by the advertiser and can have 100 words of content, a photo or video, hyperlinks to the advertiser's webpage, video, or other subdirectories. Photo can be either 300 x 300 or 650 x 300.

Advertorial

\$400 per week (CPM \$40)

[sample advertorial](#)



Solar Power - Your Boat Needs It!

You and your boat are ready to join the solar revolution. Even a small solar panel can trickle charge your battery to keep it topped up. It is well known that a battery kept fully charged has a longer life than a battery left semi-charged for an extended period. Like over the winter.

Coastal Climate Control has a [variety of solar solutions](#) to fit your budget and your boat.

Contact Us

George Day, Publisher
george@bwsailing.com

Scott Akerman, Advertising Director
scott@bwsailing.com